

## POLITICAL COUNTERPARTS

Comparing presidential candidates  
to their “politics twins”  
Features, page 14

## WHO ARE THEY AND WHAT DO THEY WANT?

Platforms for WLUSU, WLUSP and  
SBESS candidates  
Campus, page 4

# THE ELECTION ISSUE

## SITTING DOWN WITH PRESIDENT HOPEFULS

An in-depth look at what each  
candidate is bringing to the table  
In-Depth, page 12

## BOOST FOR BRANTFORD

Brantford sees rise in  
candidacy  
Campus, page 8

## FEMALE REPRESENTATION LOW

Only one female will be sitting on  
the incoming board of directors  
Campus, page 9

### LOCAL

K-W’s newest indie  
cinema set to open this  
Friday

### OPINION

“Embracing diversity”  
takes a lot more than  
including minorities in  
marketing campaigns

### ARTS & LIFE

Point-counterpoint on  
*American Sniper* and  
Islamophobia

### SPORTS

Men’s hockey remains  
in the playoff race after  
defeating Windsor

### LOCAL

Maxwell’s new location  
sees big changes to  
events and services



# VOCAL CORD

What is your best budgeting tip?



“Counting the amount of money you have and separating that into different categories.”

–Rebecca Giang, second-year business



“Put away that credit card.”

–Rebecca Li, third-year business



“Don’t buy new textbooks.”

–Ryan Jones, first-year business



“If you want to be stress free, just go for it: no budgeting.”

–Brandon Lockyer, fourth-year sociology

Compiled by and photos by Jessica Dik

## PHOTO OF THE WEEK



Referees break up a fight between Laurier and Guelph after a penalty on Thursday night. The Gryphons went on to beat the Hawks 7-2.

# ADVERTISING MEDIA MANAGEMENT POSTGRADUATE CERTIFICATE

FROM MEDIA PLANNING AND MANAGEMENT TO ACCOUNT COORDINATION AND SALES, THIS PROGRAM OFFERS THE UNIQUE SKILLS YOU WILL NEED TO LAUNCH YOUR CAREER AS ACCOUNT COORDINATOR, MEDIA SALES REPRESENTATIVE, MEDIA BUYER, MEDIA PLANNER, AND MANY OTHER EXCITING CAREER OPTIONS.

[business.humber.ca/postgrad](http://business.humber.ca/postgrad)

**HUMBER**  
The Business School



## Dear Life

Dear Life is your opportunity to write a letter to your life, allowing you to vent your anger with life’s little frustrations in a completely public forum. All submissions to Dear Life are anonymous, should be no longer than 100 words and must be addressed to your life. Submissions can be sent to [dearlife@thecord.ca](mailto:dearlife@thecord.ca) no later than Monday at noon each week.

**Dear Life,**  
If I have to hear ONE MORE business kid talk about how busy they are I am going to punch someone.  
Sincerely,  
We all have midterms, calm the fuck down

**Dear Life,**  
JustiN  
ChriS  
JoeY  
JasoN  
J.C  
Sincerely,  
Holy shit. P.S. who the fuck is Jason?

**Dear Life,**  
Wow, Lena Yang at The Cord is seriously a pervert! She talks about genitalia a whole lot in the quote of the week.  
Sincerely,  
Praying 4 u

<b>CORD STAFF</b>  <b>EDITOR-IN-CHIEF</b> Kate Turner <a href="mailto:ktturner@thecord.ca">ktturner@thecord.ca</a>  <b>SENIOR NEWS EDITOR</b> Marissa Evans <a href="mailto:mevans@thecord.ca">mevans@thecord.ca</a>  <b>CREATIVE DIRECTOR</b> Lena Yang <a href="mailto:lyang@thecord.ca">lyang@thecord.ca</a>  <b>WEB DIRECTOR</b> Mynt Marsellus <a href="mailto:mmarsellus@thecord.ca">mmarsellus@thecord.ca</a>  <b>CAMPUS NEWS EDITOR</b> Shelby Blackley <a href="mailto:sblackley@thecord.ca">sblackley@thecord.ca</a>  <b>FEATURES EDITOR</b> Alanna Fairey <a href="mailto:afairey@thecord.ca">afairey@thecord.ca</a>	<b>ARTS &amp; LIFE EDITOR</b> Bryan Stephens <a href="mailto:bstephens@thecord.ca">bstephens@thecord.ca</a>  <b>OPINION EDITOR</b> Moyosore Arewa <a href="mailto:marewa@thecord.ca">marewa@thecord.ca</a>  <b>SPORTS EDITOR</b> Josh Peters <a href="mailto:jpeters@thecord.ca">jpeters@thecord.ca</a>  <b>GRAPHICS EDITOR</b> Joshua Awolade <a href="mailto:jawolade@thecord.ca">jawolade@thecord.ca</a>  <b>PHOTO EDITOR</b> Heather Davidson <a href="mailto:hdavidson@thecord.ca">hdavidson@thecord.ca</a>  <b>PHOTO EDITOR</b> Will Huang <a href="mailto:whuang@thecord.ca">whuang@thecord.ca</a> <b>VIDEO EDITOR</b> Zach Guitor <a href="mailto:zguitor@thecord.ca">zguitor@thecord.ca</a>	<b>VIDEO EDITOR</b> Brian Phillips <a href="mailto:bphillips@thecord.ca">bphillips@thecord.ca</a>  <b>LEAD REPORTER</b> Kaitlyn Severin <a href="mailto:kseverin@thecord.ca">kseverin@thecord.ca</a>  <b>LEAD REPORTER</b> Daina Goldfinger <a href="mailto:dgoldfinger@thecord.ca">dgoldfinger@thecord.ca</a>  <b>LEAD REPORTER</b> Connor Ward <a href="mailto:cward@thecord.ca">cward@thecord.ca</a>  <b>LEAD PHOTOGRAPHER</b> Jessica Dik <a href="mailto:jdik@thecord.ca">jdik@thecord.ca</a>  <b>COPY EDITING MANAGER</b> Andrew Harris <a href="mailto:aharris@thecord.ca">aharris@thecord.ca</a>	<b>CONTRIBUTORS</b>  Efa Abraham Rebecca Allison Luke Barrett Mitchell Consky Maddy Cutts Bailey Gembom Spencer Gibara Scott Glaysher Danny Guo Daniel Johnson Leo Lewin Heather McLeod Shannon Millar Andreas Patsiaouros Will Prowse Caitlyn Sageman Andrew Savory Fatima Soomro Amanda Voisin Drew Yates Erika Ymana	<b>COLOPHON</b>  The Cord is the official student newspaper of the Wilfrid Laurier University community. Started in 1926 as the College Cord, The Cord is an editorially independent newspaper published by Wilfrid Laurier University Student Publications, Waterloo, a corporation without share capital. WLUSP is governed by its board of directors. Opinions expressed within The Cord are those of the author and do not necessarily reflect those of the editorial board, The Cord, WLUSP, WLU or CanWeb Printing Inc. All content appearing in The Cord bears the copyright expressly of their creator(s) and may not be used without written consent. The Cord is created using Macintosh computers running Mac OS X 10.5 using Adobe Creative Suite 4. Canon cameras are used for principal photography. The Cord has been a proud member of the Ontario Press Council since 2006. Any	unsatisfied complaints can be sent to the council at <a href="mailto:info@ontopress.com">info@ontopress.com</a> . The Cord's circulation for a normal Wednesday issue is 6,000 copies and enjoys a readership of over 10,000. Cord subscription rates are \$20.00 per term for addresses within Canada. The Cord has been a proud member of the Canadian University Press (CUP) since 2004.  <b>PREAMBLE</b>  The Cord will keep faith with its readers by presenting news and expressions of opinions comprehensively, accurately and fairly. The Cord believes in a balanced and impartial presentation of all relevant facts in a news report, and of all substantial opinions in a matter of controversy. The staff of The Cord shall uphold all commonly held ethical conventions of journalism. When an error of omission or of commission has occurred, that error shall be acknowledged promptly. When statements are made that are critical of an individual, or an organization, we shall give those affected the opportunity to reply at the earliest time possible. Ethical journalism requires impartiality, and consequently conflicts of interest and the appearance of conflicts of interest will be avoided by all staff. The only limits of any newspaper are those of the world around it, and so The Cord will attempt to cover its world with a special focus on Wilfrid Laurier University, and the community of Kitchener-Waterloo, and with a special ear to the concerns of the students of Wilfrid Laurier University. Ultimately, The Cord will be bound by neither philosophy nor geography in its mandate. The Cord has an obligation to foster freedom of the press and freedom of speech. This obligation is best fulfilled when debate and dissent are encouraged, both in the internal workings of the paper, and through The Cord's contact with the student body. The Cord will always attempt to do what is right, with fear of neither repercussions, nor retaliation. The purpose of the student press is to act as an agent of social awareness, and so shall conduct the affairs of our newspaper.  	<b>Quote of the week:</b>  “Ham. It’s a biblical name.”  –Senior News Editor Marissa Evans re: a totally real, not misspelled name
---	---	--	---	--	--	--



# Guide to the Students’ Union elections

## Important dates

**Presidential debate**  
Streamed online at thecord.ca  
January 28, 8:00 p.m.

**Waterloo Open Forum**  
Concourse and streamed online at thecord.ca  
February 2, 10:00 a.m.-4:00 p.m.

**Polls open**  
Concourse and online  
February 4, 8:00 a.m.

**Polls close**  
February 5, 8:00 p.m.

**Election results**  
Wilf’s and streamed online at thecord.ca  
February 5, tentatively 10:00 p.m.

## Election quotes

**Frank Cirinna**  
“You don’t want somebody who wants to be president for the sake of being president; you want someone who really, truly cares.”

**Olivia Matthews**  
“We’re also just students that have taken so many hours out of our day to try and do this. I hope to see just respect between all of the candidates and I want to have fun and educate students.”

**Dave Patterson**  
“I think there’s still a lot to be done and it’s important to represent students and use the Union as an opportunity to further the well-being of all students paying into it. ”

## Referenda questions

**Question 1: SBESS**  
Do you support an increase in the School of Business and Economics Faculty Based Activity fee by \$7.20 per half credit beginning May 1, 2015, for the purpose of expanding student programming and services?

**Question 2: Daughters for Life Laurier**  
Do you support the implementation of a non-refundable student levy at \$1 per half credit to a maximum of \$4 per term for the International Students Overcoming War Scholarship Fund to enable students from international conflict zones to study at Laurier where they will be equipped to help restore their home communities?

**Question 3: Brantford SLL**  
Do you favour the enhancements of student life through the implementation of a Student Life Levy to create a project fund for special initiatives on the Brantford Campus, commencing May 1, 2015 on a non-refundable \$4.00 per 0.5 credit basis to a maximum of \$20.00 per term, increasing 2.25% annually, until expiry on April 30, 2021?

**Question 4:**  
Do you support adjusting the Undergraduate Faculty Student Association Fee annually by the cost of inflation (Consumer Price Index)?

**Question 5: Brantford Students at Large (minus criminology, leadership and journalism students)**  
Do you support a new undergraduate Faculty Student Association Fee of \$15.00 to be adjusted annually by the cost of inflation (Consumer Price Index) per full time student each term, or pro-rated per part-time course, in order to support faculty and program student associations that provide resources for program specific student clubs and events?

**Question 6: Brantford Students Majoring in criminology, leadership and journalism**  
Do you support a new undergraduate Faculty Student Association Fee of \$15.00 to be adjust annually by the cost of inflation (Consumer Price Index) per full time student each term, or pro-rated per part-time course that will replace the current criminology, leadership and journalism fees, in order to support faculty and program student associations that provide resources for program specific student clubs and events.

**Question 7: Constitutional Amendment**  
Do you approve of the following changes to the Constitution of the Wilfrid Laurier University Students’ Union? (Article IV- Board of Directors)  
Article IV Sectoin 7 be written as:  
‘The Board of Directors, so long as it is comprised of no fewer than eight (8) Directors, shall continue to have all the legal authority of a complete Board regardless of vacancies.  
a) Following a two-thirds (2/3) majority vote, the Board may choose not to fill vacant Director position(s).  
b) Should the Board deem it necessary to fill a vacant position(s) on the Board, a General Meeting of the members of the Corporation shall be called as soon as prudently possible in order to fill said vacancy/ vacancies.  
c) Should vacancies on the Board results in there being eight (8) or fewer Directors, the remaining Directors shall, forthwith, call a General Meeting of the members of the Corporation to be held as soon as prudently possible in order to fill all vacancies.  
d) Any Director elected to fill a vacancy shall hold office for the remainder of the term of office of the Director who’s Directorship was vacant.’

**Question 8: Constitutional Amendment**  
Do you approve of the following changes to the Constitution of the Wilfrid Laurier Students’ Union? (Article VII- Officers)  
Article VII Section 1 be written as:  
There shall be three (3) officers of the Corporation:  
a) The Chief Governance Officer, who shall serve as Chair of the Board  
b) The Chief Executive Officer, who shall serve as President  
c) The Chief Operating Officer, who shall serve as Executive Director’

28 per cent

of presidential candidates in the past five years were female

26 per cent

of directors elected in the past five years were female

30 per cent

voter turnout in 2013

25 per cent

voter turnout in 2014

From 2011-2014

11 per cent

increase in number of students at Laurier

19 per cent

decrease in number of students voting

\*Data from WLUSU and The Cord records

Want more information on elections?  
visit thecord.ca, @cordnews, #wlupoli

WLUSU

PRESIDENT<sub>AND</sub>CEO



Frank  
Cirinna

Laurier is my home. Four years here has changed my life. Four years in University Affairs, including being Coordinator, 3 years on Senator, the Gendered Violence Steering Committee, House Council, IceBreaking, everything. It has all been amazing.

I want to phase out the hiring system STARR. I do not believe it properly prepares students and it restricts them from volunteering. We need increased safety by better funding ERT and Foot Patrol as well as advocate for 24 hour SCS in Brantford. I also want to introduce Association Visas so that students do not have to worry about a large financial burden.

The President is an advocacy based role, I have spent my last four years advocating for students. I would love nothing more than the opportunity to give back more.

Please check out my platform at [www.frankforpres.com](http://www.frankforpres.com), as well as my facebook page at [www.facebook.com/](http://www.facebook.com/)



Olivia  
Matthews

The Students' Union is only as strong as its students, volunteers and partnerships. There are three main foundations that drive my vision for the future as your President of the Students' Union.

I will build and strengthen our relationships with other university departments, which will enhance the student experience across both of Laurier's campuses.

I will engage and connect with the student population as a whole in order to truly represent and advocate on their behalf.

I will help volunteers get the most out of their experience by reducing inefficiencies and appreciating them, while continuing to provide high quality programming and services for all students.

I've spent my Laurier career building relationships that matter and I truly believe that the focus of the Students' Union should always be collaborating with student voices because we are better together. To see my full platform, check out [www.oliviaforpresident.ca](http://www.oliviaforpresident.ca) and remember to vote!



Dave  
Patterson

Your Well-Being. My Priority.

Wellness impacts every student in some capacity and should be a leading concern for the Student's Union. To ensure that students, including those who are not only struggling in crisis, are able to feel supported I plan on enhancing student's access to peer driven support.

Your Money. Your Opportunities.

Students at Laurier are surrounded by opportunities to engage with many facets of the University. To improve the quality of information provided to students on these opportunities, including the services and programs available, I plan to schedule meetings with student/staff leaders across campuses to develop partnerships, pool resources, and reduce redundancies.

Your Experience. Your Choice.

The Student's Union President has the responsibility to advocate on behalf of students. I will utilize this opportunity to create innovative short-term and long-term solutions for the student experience by targeting issues concerning food services and study space.

*The president and CEO oversees the Students' Union and advocates on behalf of undergraduate students on both campuses and in the community*



# WLUSU BOARD OF DIRECTORS



**Colin  
Aitchison**  
ACCLAIMED

Over the past year, I have served as Vice Chair of the Board for your Students’ Union. This is my second term on the board, and it is the experience I have gained from advocating on behalf of students that has caused me to seek re-election. If successful, I plan on pursuing the position of Chair of the Board and Chief Governance Officer.

If re-elected, the majority of my initiatives will come from the Chair of the Board portfolio. I will work to ensure that the Student Life Levy committee has adequate student representation during the summer, to make sure student money is being spent appropriately, as well as continue to increase transparency from the Board through better marketing of meetings. I will also utilize my experience by promoting engagement from directors, as they represent you at the board table.

Remember to get out and vote on election days Laurier!



**Kanwar  
Brar**  
ACCLAIMED

My name is Kanwar Brar and I’m a second year Political Science Student. If elected, I will help develop long-term strategic goals for the organization, provide oversight, and manage the President through our policy governance system. From the winter term of my first year, I have attended more board meetings than the first-term directors of the current board. Students from both campuses can rely on me to engage in critical discussion on the table.

I have been involved with the Students’ Union in a multitude of settings including: The First Year Project, Food Bank, Winter Carnival, O-Week, Elections, University Affairs and more. I have also been involved with political campaigns at the municipal, provincial and federal level. My contributions have been recognized as I have been awarded the Students’ Union Volunteer of the Year Award, Residence Life – Outstanding Leadership Award, and Hawk Weekend Spirit Award. [www.yeswekan.ca](http://www.yeswekan.ca)



**Matt  
DeSumma**  
ACCLAIMED

My name is Matt DeSumma and I am a Law and Society student at Wilfrid Laurier University’s Brantford campus. I would be an effective member on the Board of Directors because I am passionate and dedicated to what I believe in and not afraid to voice my opinion on the matter. In regards to the Students’ Union, I would like to take that strong voice of mine and use it to represent the entire student body, not just myself. If elected, I will use my position to try and create a stronger presence of the Board in school functions and medias. There is a lack of clear communication between Brantford and Waterloo, and students have the right to know about what’s going on at WLU as a whole, not just their own campus. Your vote can help make that happen. Thank you.



**Nick  
DeSumma**  
ACCLAIMED

My name is Nick DeSumma and I am a Concurrent Education and Human Rights student seeking re-election on the Students’ Union Board of Directors. I currently live in Brantford for my studies at Wilfrid Laurier University.

When I entered this position, I promised to use my role as a Director to enhance connectivity between both WLU campuses. I demonstrated this over the past year by promoting communication and cooperation between the two. Additionally, I have sat on five committees and was privileged to sit as Chair for three, including the Finance Committee, where I ensured that money-spending policies are compliant. This type of experience and leadership led me to seek re-election.

If re-elected, I will bring my expertise to the table to ensure that all students are well represented. I will continue to be a passionate, vocal, and dedicated member of the Board, who advocates for all Laurier students.



**Ryley  
Fletcher**

My name is Ryley Fletcher and I am in second year Concurrent Education at Laurier’s Brantford campus. I am currently seeking election for the Wilfrid Laurier Students’ Union’s Board of Directors.

My colleagues credit me as a devoted, vocal, and knowledgeable student, which is why I would be a quality asset to the Board of Directors. I am very passionate about the Wilfrid Laurier University student experience, which I would demonstrate as a Director of the Board.

If elected, I will use my marketing and communication experience to utilize social media in order to make Board resources more accessible to students. Additionally, this could highly increase multicampus communication throughout Laurier. An informed student body allows for stronger and more collective decision making.

Help me ensure that your voice is being heard: Start Trying to Make Fletch Happen.



**Giovanni  
Giuga**  
ACCLAIMED

My name is Giovanni Giuga. I am running for a position on the Board of Directors because I truly want to enhance every student’s experience at Laurier.

My platform is built upon further developing three key areas, but really it boils down to one word; communication. I believe that positive communication and consistent meaningful dialogue is at the heart of good governance.

A director is responsible for leading the strategic direction of the Student’s Union; I believe that my friendly and approachable personality will enable me to provide students with an avenue to express their opinions and ideas.

I intend to increase the transparency of the board to ensure that the general student population receives information of board activities that is more readily available and easily accessible.

I want to further develop and strengthen the multi-campus relationship to ensure the needs of all Laurier student are properly addressed.



**Andrew  
Harris**  
ACCLAIMED

If elected to the board, I will exercise prudence in any statement I put forth to ensure I am advocating change that will result in better governance and direction. The current direction that I would like to see the board in is as follows.

I want to make the feedback from the presidential mid-term review accessible to students, incorporate a diversity policy within the Executive Limitations and include a limitation that prevents the president from withholding from engaging with the student body via social media. I also see it necessary to institute an updated lobbying and advocacy policy within the Executive Limitations, as the previous policy has been repealed. If elected to the board I will advocate for change, for proper direction and implementation and for adherence to policies. Ultimately, I will advocate for you.

*\*Disclaimer: Andrew Harris is the Copy Editing Manager at The Cord*



**Abdiasis  
Issa**

It’s with great enthusiasm and honour that I declare my interest in running for election on the board of directors of the Students Union. Having spoken to hundreds of students I often hear about students concerns about being adequately represented and engaged by the students union. Unfortunately, far to many students feel disconnected, remote and unengaged when it comes to having their voices heard. My platform will focus on three vital areas; experience, engagement and advocacy. I am currently finishing my term as vice-chair of Wilfrid Laurier University Students Publications, and have used this opportunity as a foundation to further develop my skills as a student leader. Outside of Laurier I have been a youth leader and community organizer focusing on ways to improve civic engagement and build healthy, sustainable and vibrant communities. I believe that my experience both from within and outside of the Laurier community will enable me

*\*Disclaimer: Abdiasis Issa is a director of the board for WLUSP*



**Sujaay  
Jagannathan**

My name is Sujaay Jagannathan and I’m running for the Students’ Union Board of Directors position to put forth my experience and passion towards developing the best student experience for Laurier. As a current board member, I have proven to be a strong advocate for students by sitting on multiple board committees including one I was an integral part of creating. Other involvements like Laurier Food Bank, Faculty of Science Students’ Association, and intramurals help me understand the student experience well.

If re-elected, I hope to better advocate students through increased outreach, to bridge gaps between the Union’s role and student needs through communication, and to formulate an ideal vision for the Union through research. I also plan to mentor new future board members to foster a strong, productive team. In essence, support me in bringing my board experience, initiatives and passion to promote the best student experience at Laurier.



**Sam  
Kennaley**

Laurier has become my home over the last three years and I am grateful for the opportunities that it has offered me. My journey here has been one of both self-discovery and personal growth. I owe these experiences to my school, and that is why I want to serve as a Board of Director, so that I can return the favor.

If you have a question, I will answer it, if you have a concern, I will address it, and if you have a good idea, I will push for it. I’m happy to take time out of my day to help bridge the gap between students and the student union. As your representative I promise to be both accountable and accessible.

Study space is becoming scarce. I will push to make the turret an available study space and also to make information regarding study space off campus both



Melody  
Parton  
ACCLAIMED

My name is Melody Parton and I am a third year Criminology student minoring in law on Laurier's Brantford campus. This year I am seeking re-election to the Students Union Board of Directors. Having just served a term on the board, I am confident that I am able to represent the students on both the Waterloo and Brantford campuses adequately and impartially. Last year it was very important to me to ensure that there was open and free communication within the board. Having seen success in this communication style this year, it is my goal to see this continue, as it is very effective when addressing issues in policies that we as a board come across. With my experience as a Director of the Board, Volunteer within the Students Union as well as a student who uses the services of the Students Union I believe that I am definitely qualified



Hem  
Patel

My platform consists of three extravagant and explicitly important pillars, which consist of different methods of accomplishment. The first of which is Advocacy. I want to ensure that further and more sincere efforts are taken towards bringing a transparent and a cohesive bridged connection between the students of the entirety of Laurier and the Student's Union. My second pillar is Approachability. The only way to build such an interconnected university, as mentioned above, is through a Union that regularly communicates with the student body of both campuses; further enforcing transparency. Last, but certainly not the least, I want to provide and promote equal representation across both campuses and to be known as a "Laurier Director," not one of just Waterloo.

Good luck to all candidates, and I hope to see everyone at the polls!



Jonathan  
Ricci  
ACCLAIMED

My name is Jonathan Ricci and I am a third year Political Science student here at Laurier seeking re-election to the board. During my time on the board, I have served on two committees, one of which I had the honour to chair. If re-elected, I will bring my previous experience back to the board table. The focus of my term will consist of three components: Experience, Communication and Collaboration. Having served on the board for one term, I will help mentor and transition the new directors into the role. Second is Communication. It is important as directors that we are approachable and communicate with the students we represent. I will also continue my engagement with students over social media and in person. Lastly Collaboration, it is important that we work with each other and students on both the Waterloo and Brantford campuses. On February 5th re-elect Jonathan Ricci!



Derek  
Worden

By running for Board of Directors, I'm committing to being knowledgeable and up-to-date on Students Union structures and policies in order to provide critical discussions and analysis during board meetings. I am also committed to ensuring that the President's performance is in compliance of the ends, and executive limitations of the organization. My platform focuses on three key points: communicating the opportunities and services the Union provides, making Students' Union resources accessible and visible on the Students' Union website, and using my reach to encourage my peers to become interested in the Union. I believe that in doing this, I can help to improve the overall student experience here at Laurier. I firmly believe that I'm a strong fit for this position and will go above and beyond to fulfill the role of Director of the Board for the Wilfrid Laurier Students Union.



Maxwell  
Zibaei

My name is Max Zibaei and I am seeking election onto your Students' Union Board of Directors. If I am elected, I feel that I will bring a fresh perspective to the Board table. If elected I promise to be accessible to all students at all times and act promptly on all issues. As a Director of the Board, I also will be accountable to you, the students, and work to maximize the quality of your university experiences. If elected I am here to represent each and every one of you and in doing so I will strive to ensure that the President accomplishes each of the Ends of the the Students Union. If I am fortunate enough to be elected, it is my intention to utilize my life experiences and passion benefit the functionality of the Board and create a safe and empowering environment on campus.



Calvin  
Da Silva

This candidate did not submit a platform on time.

SENATE



Trevor  
Thompson



Kanwar  
Brar



Ashley  
Lieu

SBESS  
PRESIDENT



Vanessa  
Buttinger



Shadi  
Varkiani

Platforms for Senate, board of governors and SBESS can be viewed online at [thecord.ca](http://thecord.ca)

All platforms were cut off at 150 words.  
All platforms are as is and not edited for spelling, grammar or structure.



# WLUSP PRESIDENT



Emily Crump

In the past year and a half, I have had many opportunities thanks to WLUSP. I have worked with Radio Laurier as a DJ, a street team member, a manager and now program director. I have worked hard to help recruit and grow this department and hope to do more for the entire organization.

I believe to continue to grow we need to promote cohesiveness as an organization. I hope to ensure that all departments have the resources they need to reach their full potential. I will encourage working together through promotion across campuses and departments. If I am elected president I would like to ensure a stronger board presence and ensure that all volunteers are aware of whom each member of the administration is.

I would like to foster strong relationships with each department. My year with Radio Laurier has given me an in depth understanding of the workings of the department, I hope to have the same understanding of all departments. In my position at Radio Laurier I have learned communication and interpersonal skills, which has enabled me to develop relationships with people throughout the organization. I would like to encourage all volunteers to do the same.

I would like to provide the support and guidance needed to all department heads to help them run their department to their full capabilities. I believe that many of our dual campus productions can be expanded. If I am elected president I will help strengthen our organization.



Nathanael Lewis

Starting as a volunteer at the beginning of 2013 and transitioning through Advertising Assistant, News Editor and eventually finding myself as the Brantford Manager of Operations by 2014 was not easy. But if anything, I can tell you that those experiences have made me familiar with almost every level of WLUSP.

Over the past year as Brantford's administrative member, I have come to learn two things: communication is crucial and professionalism is the key to success.

Throughout this year, I have built strong relationships with people from both the Brantford and Waterloo campuses. I have attempted to further equality between offices as far as my position would allow me, and I have tried to contribute to the publications I directly have a hand in.

WLUSP Brantford and Waterloo need to be looking at a more unified system which supports long term forms of reliable income, stronger content, a more comprehensive policy, and better training practices.

Change is a necessary component when building a stronger, more unified organization. There are some things which will take the next ten years to attain, but there are others still that need to change starting on May 1, 2015. I have always liked the idea of thoughtful solutions rather than prolonged problems - I believe any staff member would agree that this is exactly what WLUSP needs.

I hope to be able to work alongside a strong, unified, multi-campus staff over the next year to see WLUSP come closer to even a few of these goals.



Bryan Stephens

Being president and publisher should be about serving the interests of a student body that is producing high quality publications and providing meaningful student opportunities. Transparency, accountability and upholding morality are the kinds of traits that this position should facilitate for WLUSP.

I want to see the management of WLUSP reflect the incredible staff working within it. The work that is being cultivated within this organization reflects this commitment to quality. When I started at The Cord two years ago, I quickly discovered that the work environment would help create a memorable experience that added meaning to working for the paper. Contributing stories on a weekly basis was more than a repetitive work schedule but something I looked forward to. It's this experience that I want to help others experience as part of WLUSP. I want to see volunteers be comfortable here and realize that their work and contributions are the core of WLUSP.

From the work I have accomplished as Arts & Life Editor, I understand that facilitating a positive and encouraging experience for volunteers is at the core of what makes their participation within WLUSP a positive one. Countless hours of hard work and determination towards creating an engaging, high-quality publication have shown me that without the efforts of volunteers the larger bodies their work contributes to wouldn't be possible. I want to create an environment that empowers volunteers to act as a catalyst for ensuring WLUSP remains a premier student media organization in Canada.

## WLUSP BOARD OF DIRECTORS



Abdiasis Issa

Over the past year I have the distinct honour and privilege of serving WLUSP as a member of the board and as vice-chair. My experience with WLUSP has been nothing short of extraordinary! From the amazing volunteers that keep WLUSP in operation to the unprecedented and unmatched publications produced, WLUSP continues to be the voice for Laurier students. At the centre of WLUSP's success is it's volunteers; there is no doubt that their hard work and commitment enables WLUSP to continue producing quality, meaningful and engaging content. I intend to further support WLUSP's volunteers by acting as a liaison between the Board and the frontline volunteers that make WLUSP possible. I believe that make experience on WLUSP along with my vision for WLUSP in partnership with fellow board members and the President will enable WLUSP to provide the best possible experience to Laurier students.



Thomas Lillo

If elected to the board of directors I will ensure that I make educated decisions when dealing with matters of importance, and I will work with the rest of the board to expand Wilfrid Laurier Student Publications in a sustainable manner. I hope to find new and creative ways to save the company money without sacrificing the quality of our publications. I will make sure that I have good professional relationships with members of WLUSP management, and am always available to talk. I plan on being as transparent as possible and work on communicating board decisions to who they will affect.



John Pehar

As an Economics student with a background in finance and accounting, I have been fortunate to sit as Treasurer on the WLUSP Board of Directors for the past five months. I have gained a tremendous amount of knowledge and experience in this role and I am interested in continuing in this position for another term.

As custodian of the WLUSP Board of Directors, I will guide the actions of the Board with economic facts. During the past five months, I have proven that I am capable of handling figures and cash. I have an orderly mind and methodical way of thinking. I have a proven track record of providing accurate and timely updates to ensure WLUSP stayed on budget. My understanding of the cash inflows and outflows of the organization, as well as my experience with reviewing this fiscal year's budget, would allow for a seamless continuation in this role.



Rafey Sattar

With experience working for a regional magazine in my hometown and The Cord I consider myself to be an ideal candidate to contribute to the strategic governance of WLUSP. As an associate at the Oakville Voice magazine I experienced the breadth of functions required to run a successful publication, including advertising, distribution and public relations. My experience in the most crucial aspects of a community paper's operations puts me in a unique position to understand and advise on the future of WLUSP. Most importantly, as a staff writer for The Cord and a guest on Radio Laurier, I bring an appreciation for the diverse opportunities for self-expression, discovery and personal growth that WLUSP and its various publications provide for students. Working with WLUSP has been one of the most rewarding parts of my undergraduate experience. As a second year BBA student here at Laurier, and I'd look forward to serving

BOD platforms were cut off at 150 words, president cut off at 250 All platforms are as is and not edited for spelling, grammar or structure.



GRADUATE STUDENTS

# Structural changes in place for GSA

*President position to move to part-time at 25 hours*

MARISSA EVANS  
SENIOR NEWS EDITOR

After various surveys and discussions at the board table, Wilfrid Laurier University's Graduate Students' Association is implementing a series of changes to help make their organization more efficient.

As part of these changes, the president position will now be part-time, requiring 25 hours a week instead of 35.

"As members of the GSA, we're all full-time students and academics are very important to graduate students, obviously, and they're going to conferences and writing papers and some are doing their PhDs, others are looking at doing their PhDs," said Patrick Schertzer, chief returning officer at the GSA. "So the academics are really important and to try and combine that with a full-time position over that interim is difficult."

Modifications have also been made to their governance structure. There will now be two assistant vice-presidents for the Waterloo campus, one AVP for Kitchener and one for Brantford. Schertzer explained this will help "decentralize and make it more accessible."

"The other good thing we've done is we have a whole assistant vice-president for communications too now, so all the communications will go through that person," he said.

"Which makes it very easy to

have feedback from the students ... they have an easy way to access us and they know what the GSA is about."

Schertzer said graduate students have responded positively to the increase in transparency the GSA has been pushing for this year, with initiatives like Transparent Thursday posts on Facebook.

This new position will aid in continuing that.

The GSA has also changed the terms of their board of directors, allowing directors the option to do one or two-year terms.

Five positions will be held for two years and four positions will be held for one year.

"We won't ever have, moving forward, a time when the board starts and everybody is new."

As graduate programs vary in their length, this will also allow students more flexibility in committing to the organization.

"It is very hard when you're trying to generate these structural changes. Nothing happens in a year, a year isn't long enough," Schertzer said.

Changes are also on the horizon for the GSA's budget.

Discussions around the budget started after students voiced concern over a Transparent Thursday post that disclosed that 69 per cent of the budget goes toward staffing costs.

"We've looked into that and we've made changes to bring it down closer to around [51] per cent," said Schertzer. "And that's

done through the president's part-time role, so that brings back some funds."

They have also begun reserving phone privileges for the president and communications roles.

The preliminary budget will be voted on in the board meeting on Jan. 28.

With these changes in place, the GSA sent out their call for nominations for the positions of president and directors of the board.

The elected individuals will be the first set of students to experience these organizational changes.

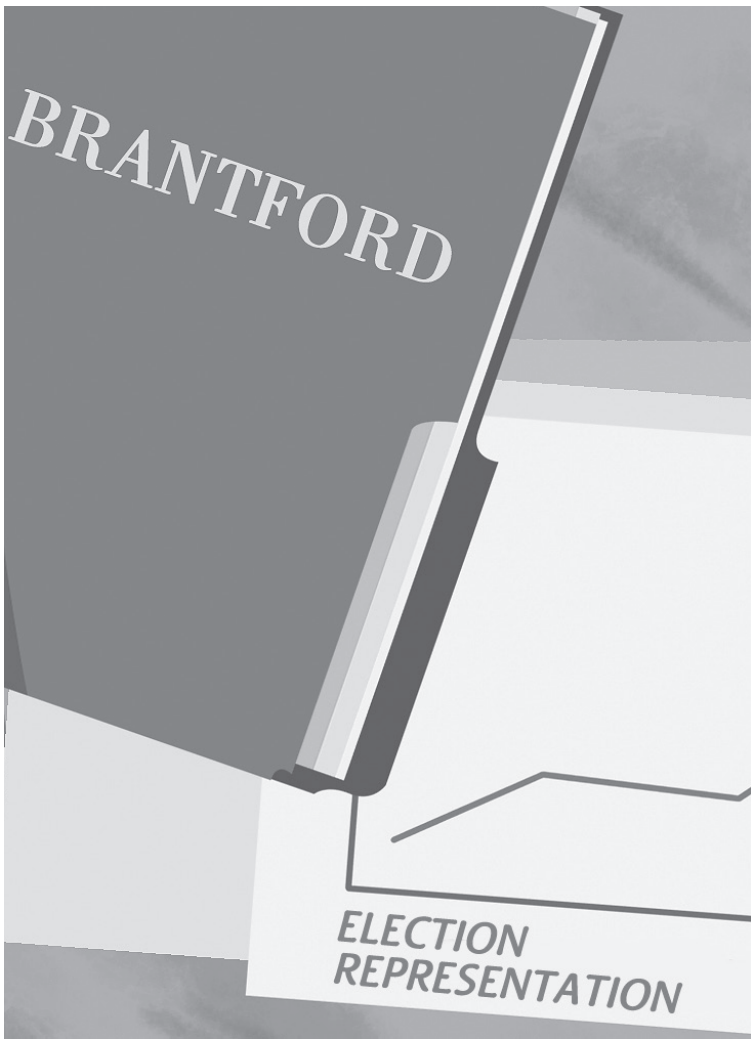
"We have to work a lot harder with 1,500 members to fill a full board, president's role and a whole slate of VPs just like they do for WLUSU," Schertzer said. "And we have a great team now, everyone is active and engaged — every position is full and we want that to continue."

Nominations close at 3:00 p.m. on Jan. 28. If enough applications are submitted to warrant an election, the campaign period will run for two weeks with elections taking place on Feb. 11.

"We've had interest from several people and we have a bunch of nomination packages out and we've had several come in so far so we're hoping again for a good turnout for that to bring into the next year," Schertzer said.

"That combined with the governance structure could help our stability over the long term."

WLUSU ELECTIONS



JOSHUA AWOLADE/GRAPHICS EDITOR

# Record number for Brantford representation

MADDY CUTTS  
STAFF WRITER

Students at Wilfrid Laurier University's Brantford campus will have greater representation on the 2015-16 Wilfrid Laurier University Student's Union board of directors.

While two of the 12 director positions are reserved for Brantford students, this year for the first time, more Brantford students will be sitting at the board table.

During campaign periods in the past there was little activity on the Brantford campus.

"In previous years it's been a little disappointing," said Melody Parton, who is running for her second consecutive year and is acclaimed to the board.

"The year before I ran only three people ran and only two were elected on the board, and that's because two people had to be elected onto the board. Last year myself and Nick DeSumma were acclaimed because there were only two of us, so definitely disappointing."

Though records may show a low representation from Brantford in years past, a shift in candidates has led to a strong presence in the upcoming election.

"Already there are three directors acclaimed [from Brantford]," said DeSumma, another acclaimed returning board member from Brantford.

"That is more than there's ever been, and to have that representation, I feel that [these are] the steps that we should be taking. It would just show how much this campus is passionate about these kinds of positions."

Nick's brother, Matt DeSumma, has also been acclaimed.

A fourth candidate from Brantford has also confirmed candidacy for the final four unacclaimed

"I feel that [these are] the steps that we should be taking."

-Nick DeSumma, acclaimed director of the board

positions on the board.

Second-year student Ryley Fletcher was confirmed as of Tuesday at 3 p.m., and is hoping to aid in making Brantford representation in the coming year's stronger than ever.

With the surge in numbers, representatives are hopeful their roles will encourage and facilitate future involvement from their peers.

"The students in Brantford are really engaged and involved usually," said Parton. "I think people don't know what the board is or what it does or that you have to run for a position. And since they don't know, they don't prepare."

A shared goal among candidates is utilizing the increase in Brantford representation to help further communication with the board, both with regard to students at large as well as between the two campuses.

With a greater number of individuals facilitating the flow of information between the Union and the Brantford campus, candidates are hopeful the gap in student awareness and involvement will be closed.

"My big thing is I find that there's a lack of communication between both campuses, and students have the right to know what's going on," said Matt DeSumma.

"We're all going to the same university here, so everything [in Waterloo] affects us too."

# ALTERNATIVE DISPUTE RESOLUTION POSTGRADUATE CERTIFICATE

FROM ARBITRATION TO COMMUNITY OUTREACH, THIS PROGRAM OFFERS THE UNIQUE SKILLS YOU WILL NEED TO LAUNCH YOUR CAREER AS AN ARBITRATOR, CONCILIATOR, EMPLOYEE RELATIONS OFFICER, MEDIATOR AND MANY OTHER EXCITING CAREER OPTIONS.

[business.humber.ca/postgrad](http://business.humber.ca/postgrad)



WE ARE BUSINESS



WLUSU ELECTIONS

# How do the candidates campaign?

Colours, marketing and strong teams are a few ways presidential candidates approach elections

ERIKA YMANA  
STAFF WRITER

A campaign trail is only as effective as the support and effort put forth by a campaign team. With just over a week left of campaigning, Wilfrid Laurier University Students’ Union presidential campaigns have taken over campus with red, purple and green. It is visually evident that each presidential candidate chose unique ways to stand out through their marketing and branding.

Frank Cirinna chose red as it suits his interest in *Mad Men* and that era of fashion, Olivia Matthews chose purple to center her campaign on student life at Laurier, while Dave Patterson picked green as it appealed to his campaign’s designs.

Each presidential hopeful has taken advantage of their engagement opportunities, using sticky notes, white boards or cut outs to take photos with students.

Aside from visual branding, all candidates agreed the best way to stand out is to stay focused on their own platform and to invest in individual student relationships.

“This is going to sound super cheesy, but I’m being Frank and I don’t mean that in the term ... what I mean is I’m just being myself. I think students react a lot better to honesty and personal connection,” said Cirinna.

Matthews echoed similar sentiments.

“Honestly just remaining genuine,” she said. “The platform’s realistic, but our approach to students is also realistic ... I want this position to be very professional, but still very student-



HEATHER DAVIDSON/PHOTO EDITOR

Candidates use different colours and campaign strategies to solicit votes and engage with students on campus.

to-student.”

Patterson said his campaign is focusing on being relatable.

“We’re trying to show students that it’s important to have a Students’ Union president who they can relate to, and feel comfortable having that person represent the student body as a whole,” he said.

The strategy of standing out for all three candidates derives from one focal point: to find a connection with students through honesty and sincerity.

In terms of the logistics regarding their teams, while all candidates have varying positions in

charge of certain aspects of the campaign, the structure of their team is based on the amount of time each volunteer can give per week.

“A boss tells, a leader asks ... and that’s the approach I’ve kind of been going on ... if they want to do more, it’s whatever they’re comfortable with,” said Cirinna.

As for recruitment, the mix of each campaign team is different for all candidates. Patterson began to recruit in December starting with his internal team. He said he started with trustworthy people he worked closely with in the past. As a result, he had pre-

existing relationships with most people on his team.

Cirinna said he started by recruiting during the fall reading week, asking what people could contribute to the team and slowly building his internal team and other positions. Matthews said she also recruited in the fall term by individually sitting down with her volunteers and asking for their input on her platform.

For both Cirinna and Matthews, their teams are a mix of friends and volunteers they’ve come to know during the campaign. All candidates tried to recruit different types of people

“I’m just trying to make sure my campaign is all about boosting my own platform as opposed to tearing down the others.”

-Dave Patterson, presidential candidate

who belong to different parts of campus, such as Residence Life, Orientation Week, athletics and different faculties.

“I expanded a little bit more into different areas of involvement, making sure I had people from different areas who brought in interesting perspectives to the team so that I was able to develop a thorough understanding of how best to campaign all areas of campus,” said Patterson.

“Personally, I’m trying to make sure that my campaign is all about boosting my own platform as opposed to tearing down the others.”

Matthews said she recruited a campaign team at the Brantford campus as well.

“I think one thing that we’re doing a little bit differently, is we have a campaign team in Brantford for specifically the Brantford students, which I haven’t seen happen in past elections,” she said. “Because we find that Brantford is often neglected, and we love that campus ... so I’m happy they’re a part of it this year.”

Campaigning on both campuses will continue until Feb. 4 at 7:30 a.m., a half hour before the voting period begins.

WLUSU ELECTIONS

# Gender ratio troublesome

Melody Parton will be the only female director on the board this year

KAITLYN SEVERIN  
LEAD REPORTER

Students may be surprised to learn only one female candidate has been acclaimed to Wilfrid Laurier University Students’ Union board of directors this year.

Melody Parton, a third-year criminology student at Laurier’s Brantford campus, is the only female out of the eight who were acclaimed for the upcoming year. She is also a returning member of the board.

“I think it’s unfortunate that there’s only one female representative in a room full of males who are obviously sometimes male-minded,” said Parton.

However, she said she has no worries this gender ratio will affect their decisions or outlooks.

Parton said girls who are operationally minded are typically not interested in applying for the board of directors. She continued that the Students’ Union can only educate people in order to get more policy-minded female

“I think it’s unfortunate that there’s only one female representative in a room full of males who are obviously sometimes male-minded.”

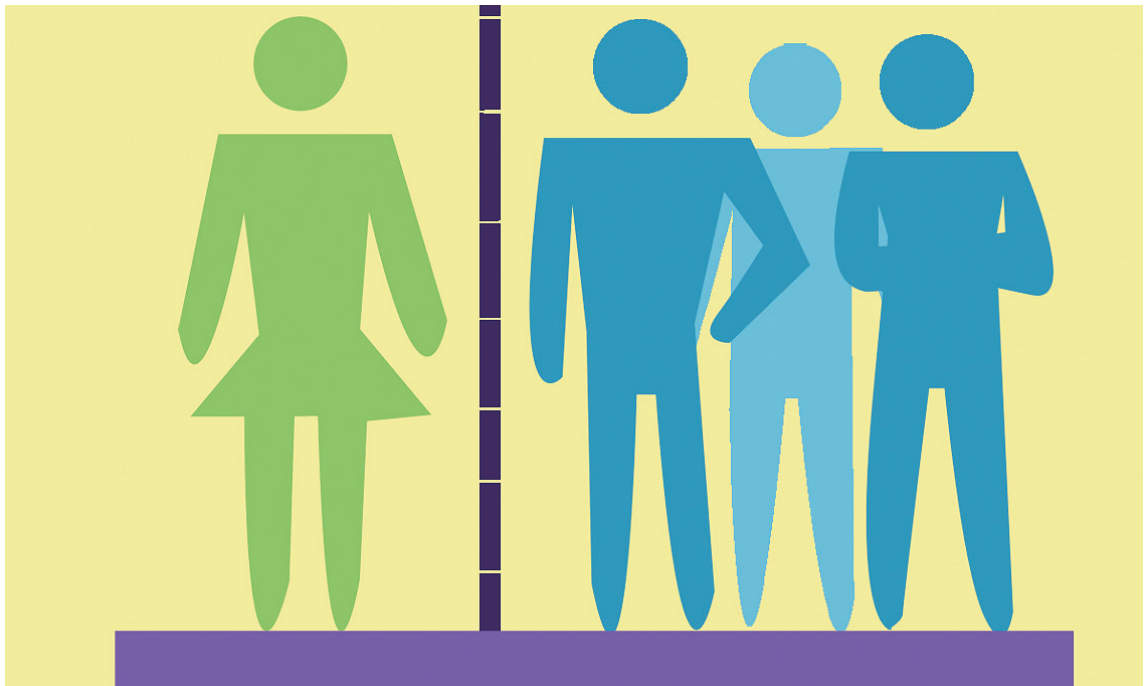
-Melody Parton, director of the board

students interested.

“I think they should just teach people about what the board is and what they do and those girls that are policy-minded would definitely take interest that way,” she explained.

Kaipa Bharucha, assistant chief returning officer for the Students’ Union elections, said it’s a strange phenomenon to see a low number of females apply for positions on the board.

“It’s a strange anomaly to see women not applying to these jobs, which is crazy because even on our management team we have one of the highest propor-



JOSHUA AWOLADE/GRAPHICS EDITOR

tions of women to men in most Ontario universities and we thrive with female [representation] as well,” she said.

According to Matt McLean, chair of the board and chief governance officer of the Students’ Union, it is difficult to see why the male-to-female ratio for the board is lower than the ratio for presidential candidates.

“With the exception of last year, the proportion of female-to-male candidates for the presidential position itself is actually quite high compared to the board of directors, so that tells me that it is not a testament to the process itself, but maybe the position specifically,” he said.

This year, Olivia Matthews is

the lone female candidate out of three for the position of president and CEO.

While no women ran for the position last year, two years ago, Annie Constantinescu and Jennifer Taborowski both ran for president along with three men.

According to McLean, the decisions the board makes are conscious of the different issues on both campuses and take into consideration when making decisions that might involve gender bias.

“Those don’t come up very frequently, but we do always have female representation to speak up,” he continued.

For Parton, the board of directors does not represent specific

genders or campuses, but the whole Laurier student body.

“I as a director of the board represent all Waterloo students, all Brantford students and all female and all male students, but I don’t think it’s going to have a huge impact because we all have everyone in mind at all times,” she said.

Bharucha said the board is currently looking into how they can address more female candidates in the future to have a more representative team without marketing their campaign towards a specific audience.

“It’s not like we’re misrepresented, but we’re not fully represented I think without more females,” said Bharucha.



BUSINESS



HEATHER DAVIDSON/PHOTO EDITOR

Apollo Cinema is located in downtown Kitchener where a Hyland Odeon theatre was located for over 25 years. The owners plan to serve beer and wine to offer a new approach to patrons.

**JULIA VASILYEVA**  
STAFF WRITER

Apollo Cinema, a new independent, single-auditorium movie theatre is coming to downtown Kitchener on Jan. 31.

After operating Fox Theatre in Toronto the owners have big ideas for their newest venture. One of their approaches is offering beer and wine to theatre-goers.

Owners Andy Willick, Daniel Demois and Matt MacKinnon

are aiming to appeal to the growing student population in Kitchener-Waterloo.

“I think that students and alcohol is a natural combination, but also we like cult movies, we like horror movies and I think playing that stuff will tailor to the students and hopefully get students out to those events,” Willick said.

“There’s probably more of a student audience for horror movies and some of the more unique things that there are.”

The cinema has revamped the somewhat historical building at 141 Ontario Street in the middle of downtown Kitchener. According to Willick, the location was once a Hyland Odeon theatre that was open for over 25 years.

“We took out all the seats, we put a new carpet in, we rebuilt the snack bar,” he continued.

“We did it from scratch to get it just the way we wanted it, so it’s been kind of intense.”

Willick said opening the cin-

ema in this location has made them a part of the revitalization of Kitchener’s growing downtown core.

“A lot of people are moving back to the downtown and working in the downtown with the expansion of some of the local companies,” said Willick.

Expecting to partner with local microbrewers and chocolatiers, the Apollo is looking forward to opening with little fear of being overlooked in a world of online streaming and

Netflix.

“You have food in your fridge but you still go out to eat, right,” Willick continued.

“As much as things are more accessible than they used to be, you can’t ever replace going to a comedy and laughing together as a group — that doesn’t go away. [Watching at home is] less of an experience than coming to a theatre and sitting with other people in a group and watching a movie together.”



**KITCHENER**  
**hiring now**

**HURRY!**  
Deadline to  
apply to most  
positions is  
**Feb. 1!**

**Are looking for a  
motivating, energizing  
and rewarding summer  
job working with  
children and youth?**

**We’re looking for  
175+ dynamic staff  
to join our team!**



**VISIT**  
[www.kitchener.ca/hiringnow](http://www.kitchener.ca/hiringnow)  
or scan to learn about the  
exciting opportunities  
available and apply online.



POLITICS

# Fife reflects on issues of transit, education

**DAINA GOLDFINGER**  
LEAD REPORTER

Last year, Member of Provincial Parliament Catherine Fife expressed her concerns regarding accessibility to education and two-way all day GO trains when she was seeking re-election in Kitchener-Waterloo. Seven months after re-election, they are interests she is still fighting for.

“There are some general eligibility issues still outstanding with the 30 per cent tuition grant,” Fife said. “Improving access to education is the key to building a strong economy and addressing issues of inequality, which is a growing issue in Ontario and in Canada.”

Fife said there is a transit issue in K-W that has been affecting students and workers across the province. To date there has been one new GO train in the morning and one new train at night, which limits commuters in the area. In order to rectify this problem, Fife is still advocating for the implementation of two-way all day GO trains.

Fife has also been reviewing tenant and rental rights, especially concerning student housing.

“We have seen some pretty heartbreaking stories actually from students this fall — students who were promised housing and the housing was not ready, was not completed. Students lost their first and last month’s rent,” she said.

There is currently a petition

called “Help for Ontario’s Tenants,” which promotes tenant rights, in particular the rights of student tenants. The petition calls upon the minister of housing and municipal affairs to review and revise a strategy around the Residential Tenancies Act.

Fife has also been looking into the issue of unpaid internships.

Peggy Sattler, MPP of London West and NDP critic for training, colleges and universities and research and innovation has introduced a bill which attempts to limit the growth of further unpaid internships. According to Fife, there has been a lot of pressure to crack down and investigate unpaid internships.

“The youth unemployment rate in Ontario is the highest across the country,” she added.

“You have new graduates and students looking for anything to get their foot in the door, and they are being taken advantage of.”

According to Fife, the upcoming budget promises to be the most painful budget in history, with a six per cent reduction targeted in every ministry except for education, health, justice, community and social services.

Despite this, reductions are still seen within these ministries on an ongoing basis.

“There are quite honestly ... smart places to invest tax dollars. Education from my perspective is always worth fighting for.”



BUSINESS

# Maxwell's expands regular events

*Venue hosts country night and more frequent live bands following their move to larger location*

CONNOR WARD  
LEAD REPORTER

Maxwell's Concerts and Events, formerly Maxwell's Music House, reopened in December after moving from its previous location on King Street North. The venue, known primarily for hosting live events, is now located in a larger building on University Avenue.

"I think it's been fantastic. We've had thousands of people through the doors in the last month," said Paul Maxwell, president and CEO of the venue. "I think things have exceeded our expectations in terms of the need for another event and concert space in the community."

Maxwell's closed earlier last year to move to the new location, but ran into some delays concerning renovations and updates. However, the venue reopened on Dec. 12, shortly after finishing renovations and has since hosted a New Year's Eve party and several new series events.

"Our primary focus right now is running two weekly series events, and that includes our Thursday Boots and Beers live country night," said Maxwell. "We tackled a little bit of country before in the old venue, but now we've really heard in the community that there's a demand for somewhere in Waterloo specifically to see



Maxwell's has pulled thousands of people through the doors since reopening, according to owner Paul Maxwell.

country music."

Maxwell's also had to adjust to the larger capacity of their new building, which enables them to host a considerably larger amount of customers than their previous location.

"We've taken everything in stride, so I don't think there's been anything major," said Maxwell. "We've had to learn on the fly on how to adjust things for the business, for heavier volumes and learning how to prepare ourselves more in advance, so inventory management and functionality

with the bar."

Maxwell's has also seen new attention from various groups looking to host events, ranging from campus clubs to community organizations.

"Having the opportunity to book new types of events, whether it's a campus club that wants to run an event here or a community partner, there's lot of events coming through that are new and fresh to us," said Maxwell.

The venue has also introduced new drink specials, including mini-pitchers

of domestic beer and shot specials of various mixes. The mini-pitchers have apparently been a popular addition for Maxwell's customers.

"That's been something that's gone over very well, that you can get a domestic pitcher for \$7.99 plus tax," said Maxwell.

Maxwell's will also focus on live music and entertainment, which it was well-known for before its location change. The venue is looking forward to weekly live music events that focus on indie acts, as well as taking advantage of their larger

"I think things have exceeded our expectations in terms of the need for another event and concert space in the community."

-Paul Maxwell, president and CEO of Maxwell's Concerts and Events

capacity by booking larger shows.

"This weekend we have five different indie acts that are playing indie rock music. We're incorporating a lot of live music and live rock bands on the Saturday," said Maxwell.

"The other thing is the big ticket shows we're starting to book in. We just booked in Danko Jones for Saturday, April 25, and we're really excited about that one. He's a real entertainer and he has a big following."

Overall, Maxwell said they are doing well in their new venue, and are quickly adjusting to the changes they have encountered since their grand re-opening.

"I think because we didn't bite off more than we could chew at the very beginning, it's allowed us to make adjustments and to learn and do the best under the new environment and circumstances," he said.

# Test Drive Your Career

## Looking for work experience? Consider the DeGroote MBA

The DeGroote Co-op program provides students with the opportunity to gain 12 months of valuable paid work experience over the 28 month program. Students in our program earn an average of \$45,000 during the three work terms.

This program is for you if you are a recent graduate with little or no work experience and you are looking to gain a competitive advantage in the workforce.

We are coming to in the Laurier University on **Tuesday, February 10<sup>th</sup>** for an information session on the program. If you cannot make the session we will be back on **March 31<sup>st</sup>** for an information table at the Concourse. Please see your Career Centre for more details and to register.

[mba.degroote.mcmaster.ca](http://mba.degroote.mcmaster.ca)

**DeGroote**  
SCHOOL OF BUSINESS

**McMaster**  
University





# Scratching the surface

Senior News Editor **Marissa Evans** sits down with the Students’ Union presidential candidates to discuss their campaign experience and vision for the position

- 1

What does your experience at Laurier bring to you as a candidate?
- 2

What do you think is the largest issue facing students at Laurier and how would you address it, if elected?
- 3

What element of the campaign has challenged you the most so far?
- 4

What is the most important quality for the Students’ Union president to have and why?



## FRANK CIRINNA

- 1

The biggest thing I’m looking at in terms of experience as a candidate is both my education and my volunteer experience. I’m a business student, I’ve done the co-op thing, I’ve worked at BMO, I’ve worked at Investors Group, CDW, I worked a full time here for a semester at Laurier and that was a great co-op opportunity. Beyond that, my degree has taught me how to manage a business. I’ve learned about budgets, I’ve learned about hiring, I’ve learned about management. So when it comes to education I think I’m qualified in that aspect. But the Union, beyond being an actual day to day business you need to know the inner workings of it. I’ve been doing that for four years — three years as a Senator, four years on University Affairs as a coordinator. I know the ins and outs of how hiring works. I’ve learned a lot more this year about how clubs operate, and all of University Affairs. I’ve learned a lot about Brantford in the last year. So when it comes to pure Union experience I didn’t just start learning eight months ago. My knowledge dates back four years. The positives in that is some people will reference something and I’ll then know, oh yeah that actually is changed now because four months ago we put in a new policy. Or I’ll just know, oh yeah we tried that four years ago and it didn’t work for this reason so if we try it again we should do it like this because this didn’t work last time but we can try it again in this matter. So learning from trial and error of other people, learning from experience, learning from history. And then community involvement. Because the president sits on a lot of committees that are not necessarily tied to the Students’ Union. I’ve been sitting on a few myself. I’m on the gendered violence steering committee and I’m also a volunteer for the Waterloo Regional Police and the safety task force.
- 2

If we’re looking at campus to campus, in Brantford the number one issue is safety. You notice it when you go there. The fact that they don’t have 24 hour SCS and they really, really want that. That’s the number one thing. The fact that the Union doesn’t have to pay for that for it to be instated we just have to push the University to do it. And the government has already stated, Katherine Wynne has stated, she wants to increase funding for Ontario SCS. So why aren’t we taking advantage of that? When we look at the Waterloo campus — now this is into my platform, but if I wanted to talk about something that affects every student across the board we’re looking at OneCard money rollover. Students lose thousands of dollars every year because our OneCards no longer rollover. I think the last year there was rollover was 2010. They stopped it in [my] year. And I remember on that last day I tipped some dude like \$400 at Wilf’s because I’m like my last exam is today and I’m leaving tomorrow, have a \$400 tip. Because I knew I wasn’t getting that money back. If we were to look at something that the Union can advocate on behalf of all students, that’s something that every student is affected by. The thing about university presidents and platforms is that we address issues in silos because that’s how students come. So we have the volunteers, and I’m addressing hiring with that. We have the faculty associations and I’m addressing that with the Visas. Safety — ERT and Foot Patrol affects all students so I guess I could have said that. I mean the fact that ERT went through their entire budget before the end of November and they had to go back and get an increased budget — that just doesn’t make any sense. In my mind, I get that we need the budget cuts, I get that we had to pay off the debt. In my third-year finance class, I learned that one of the most important things a company can do when they’re in debt is pay off the debt before they go bankrupt. But in the pursuit of that if you do not properly invest in your products and services, and for us our services would be stuff like ERT and Foot Patrol, you lose what the company is all about and your company will fail. Right now our company, our Students’ Union, is failing because we are not properly funding our services. Every year presidents do budget cuts, budget cuts, budget cuts. And I know we have to pay off the debt, and we’re paying it off great now. But if we do any more budget cuts, we’re going to be a barebones organization that can’t do anything.
- 3

Pure numbers. When we’re looking at campaign teams, I think me and Dave have an average sized campaign team. We’ve been doing what is typical of previous years. Olivia’s team, props to them, they’ve just been all over the place. They’ve got booths in multiple buildings. And it’s hard to compete, right. Because I’m trying to focus on making sure that I’m not overworking my volunteers and I’m trying to make sure that everyone is only doing what they’re comfortable with. We’re trying to interact with students as much as we can. But that pure presence, it’s difficult to compete with that. It’s just hard.
- 4

I would say advocacy experience. The main reason for that is I know students always talk about approachability and stuff, I would hope that I’m approachable. But when we look at what the president does in their day to day operations, a majority of the time they spend in meetings, they spend writing reports, they’re doing the day to day operations of the organization. And a lot of those meetings, when we accomplish things, when we have successes, it’s through advocacy. You need someone who knows how to go into a meeting and say, “Hey listen this is what we want, we’re not going to settle for this, let’s work on a solution.” Not only that, with the advocacy experience I have I already know on a first name basis the president of the university, both deans of students, the people who run SCS, all the people in this university that I would have to work with and meet with, it’s not like I would be meeting them for the first time and saying, “Hi, nice to meet you, my name is Frank.” It’s, “Hey, I haven’t seen you since the last meeting.” And I think that’s the one-up. I don’t want to start my presidency and take four months to acclimate to it. I want to start on day one and be sprinting. Because if I’m not running at the beginning it means I’m not doing my job ahead of time.

## DAVE PA

- 1

I think my experience in different facets of the uni desires of a wide variety of students, not necessarily the student body. My experience starting and coordin being involved in intramural sports and donning a well within the music faculty, have given me a real body as a whole.
- 2

I think the largest issue facing students at Laurier of the fees they’re paying. I think that’s one that all Laurier — they pay to be a member of the Student all these different things — and they need to see ta one thing that’s year in, year out. Obviously the tui control, but what the Students’ Union and the pres the money students are paying toward the Studen that students can look at their invoice and say, “Oh I’m glad I’m paying it because it gets me this and t we providing quality programming and services, b and why we’re providing it, so that they’re able to o from it.
- 3

I think coming into the open forums and the deba that we’re all clear headed enough amidst a crazy I think the biggest challenge up until this point has look at the things you’re doing and I think the bigg doing. What are the other candidates doing that I’ take my campaign to the next level. I think that’s b doing this and this, and I’ve got so much to do to o what you’re not doing. But at the same time I think been the hard part, is to take a step back and say w
- 4

I’d say leadership. And I say that because leadersh accountability, reliability, relatability, responsibi ers trust without knowing. You have to be someon And I think that’s something I can really bring to th to, but who is also capable of representing the stud serve. I think leadership is often overlooked, to be coordinators, it really takes a sense of vision and p and to inspire other students to really seek leaders not only having others trust in you, but having the AVPs and your coordinators to do some of the wor making sure the voices of Laurier students are hea ship that I think is needed of the Students’ Union p





## PATTERSON

University provides me with an insight as to the needs and not just one small individual subpopulation but the entire student body. Creating the mental health education group, my experience with leadership and doing all these different things within residence, as well as my well-rounded understanding of the Laurier student body.

Right now is the need to see tangible value as an outcome that all students can agree with, that they pay so much to go to the Students' Union, they pay to be in the faculty associations and to see tangible value as an outcome of that. And I think that's why the tuition amounts aren't necessarily under Students' Union control. The president of the Students' Union can do is make sure that the money that the Students' Union provides them with that desired outcome. So, that money is going to the Students' Union and making sure that it's "this." So it's about not only making sure that not only are we educating students as to what we're providing but also making sure that they understand where their money goes and why they benefit from it.

One of the challenges, that will definitely be the challenge to try to make sure that we have a couple of weeks to answer the questions the best we can. It's just been trying to assess your weaknesses. It's easy to say that the biggest challenge has been to look at what haven't I been doing, what is there I should be doing that will help me move forward. It's been the hardest part because you get caught up in oh I'm doing these things, that it's easy to overlook the things that's one of the most important things. That's definitely one of the challenges where am I weak and how can I improve.

Leadership encompasses a variety of other characteristics, such as communication, organization, and the ability to lead. I think to be a leader you have to be someone who other people can look up to — you have to lead by example. One of the roles, is being someone who students are able to relate to. It's about the student body to the degree to which Laurier students desire a leader. I think being able to lead your vice-presidents and your AVPs and the ability to have a purpose and a skillset that allows you to manage a team and to provide opportunities themselves. Leadership is also about the ability to trust in others. So trusting in your VPs and your AVPs and making sure that lets you focus on your vision, that lets you focus on the future. I think that's a very important quality of the leader-president position.

## OLIVIA MATTHEWS

- Well I've been fortunate to be involved in various aspects of the University, so I'm not simply a one line candidate, for example. I've been involved in Residence Life for three years, I've volunteered in the Dean of Students Office as a peer conduct advisor, I volunteer for the Students' Union as a policy research exec — and all those different experiences have brought me into contact with different students. And bringing all those university departments together I think would be very beneficial in the role.
- The largest issue — see I think it's an interesting question because some people will phrase it as what's the largest issue facing students for the Union, that the Union can tackle, and what's the largest issue facing university students. I think the largest issue that the Union is going to face in upcoming years is the fact that I think students are over-programmed at this point and then we're going to lose volunteers because of that because they're so busy. And also we're going to lose people coming out to events. So on the Union end, I think that's an issue. The biggest thing for university students I would say would be — I know this is going to maybe sound interesting because I'm a woman candidate — but I think we've seen a lot of talk about gendered violence on campus and I think we could do a lot of things as a Union in order to support the gendered violence task force and also just create some sexual assault awareness campaigns on both of our campuses. So campus security and safety with regards to those issues I think are huge for the University right now. It's a topic that no one has, like the student led initiative with the gendered violence task force is great. But I think the Union could be doing a better job of also supporting students and offering services.
- My number one goal to set out for my team was to make sure their time was being valued as much as possible because let's be real, they're volunteering their time for me for a few weeks and are just getting an experience out of it. So I think the most challenging thing is I want to be there for students who I haven't met yet, because I want to obviously get my name out there as much as possible, but I also want to be there for my team as much as possible because they're the ones that have supported me through this entire endeavour for months. So making sure that I'm getting out there as much to new students but also making sure that my volunteers feel valued. It's a challenge, but it's so rewarding in the end. Like when you come out at the end of the day and a volunteer could come up to me and be like, "Hey I had a great conversation with a student," it's like awesome, you're killing two birds with one stone right there.
- Approachability. I've said this before: I think it's based on person and platform. You have to have good ideas, but there's no sense in having good ideas if you can't be trusted to enact them. I think approachable in the sense that students can come up to your office and you'll go out to events as well. Because how are you supposed to advocate on behalf of student needs if you don't know what they are. Absolutely being a good representative means you can be approachable to all students on both of our campuses.



# WHO ARE THEIR POLITICAL COUNTERPARTS?

Features Editor Alanna Fairey compares Students' Union presidential candidates to their political alter egos

Some say that life imitates art. Other times, life imitates politics.

With the Wilfrid Laurier University Students' Union elections now in full swing, it is easy to make comparisons between the candidates and politicians that have made a name for themselves in the world of politics. As we compare the presidential hopefuls to these real-life politicians, the resemblances are uncanny.



Olivia Matthews: Justin Trudeau

Similar to Justin Trudeau, a career in politics has seemingly been written in the stars for Olivia Matthews. As the son of the late Prime Minister Pierre Trudeau, it came as no surprise when the younger Trudeau announced his leadership for the Liberal Party of Canada in 2012. Matthews, before announcing her candidacy, had previously been on the campaign teams for former presidential candidates Annie Constantinescu and Chandler Joliffe — her first taste of politics.

Aside from their familiarity with politics, both Trudeau and Matthews have a strong emphasis on relationship building. The basis of Trudeau's platform has been encouraging youth to get involved with politics and inspire them to vote. Matthews' platform has had a strong emphasis on encouraging collaboration between different faculty associations. Politics aside, both are both personable and social figures, as well as having a platform focused on youth involvement and alleviating debt from the university.



Dave Patterson: Bernie Sanders

Bernie Sanders, the United States senator from Vermont and rumored presidential candidate, greatly resembles Dave Patterson in terms of their advocacy for the overall wellness of their voters. Patterson, who has been vocal about his own struggles in the past, has put a large emphasis on raising awareness and providing resources for those who are struggling with their mental and physical health. Sanders has been applauded for his desire to have universal health care and, like Patterson, frequently advocates for mental health.

Patterson and Sanders also share the status of perceived outsider and underdog in this race. Unless you're familiar with American politics, it's likely you've never heard of Sanders, making his presidential ambitions an uphill climb. Similarly, if you weren't aware of Patterson's presence in Residence Life and the Mental Health Education Group, it's likely that you hadn't heard of him before elections started.

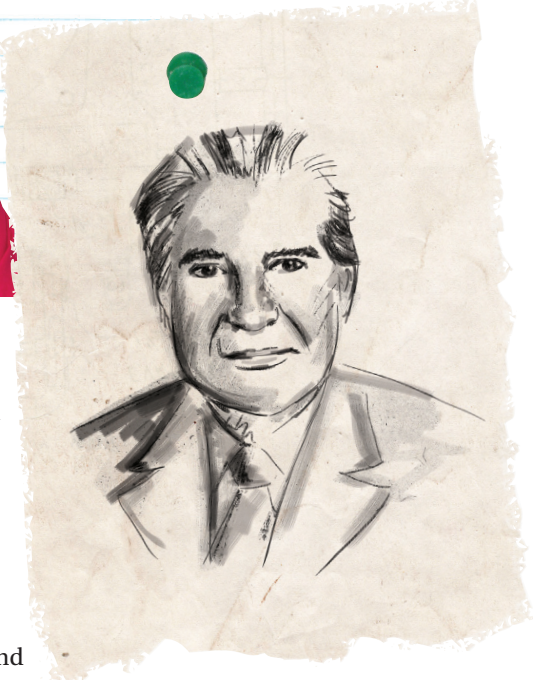


Frank Cirinna: Richard Nixon

Arguably the most talked about presidential candidate, it is apparent that Frank Cirinna and the much-discussed Richard Nixon are political twins. However, Cirinna has not been involved in a political scandal like Nixon.

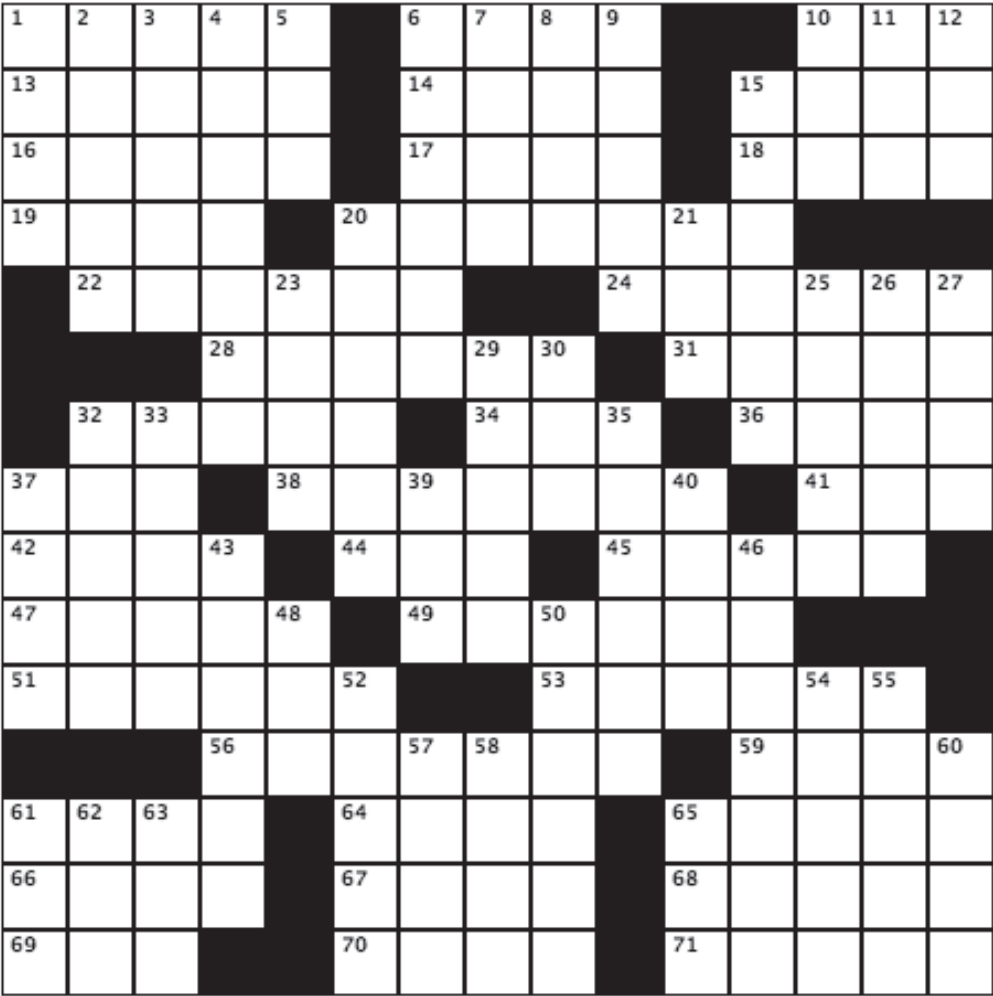
Cirinna's platform has a strong emphasis on funding and budgeting, hoping to increase funding for Foot Patrol and Emergency Response Team. Cirinna is a business student, but it is apparent through his platform that he has the interest of students at the heart of it all. The same can be argued about Nixon. Nixon's platform during his own presidential campaign focused on reducing debt by increasing taxes, enacting environmental protections and was supportive of public healthcare, despite being a republican and not being able to get latter through congress.

While Cirinna has yet to be involved in a noteworthy political scandal, the sense of style between the two politicians is striking. Nixon's professional style was frequently a no-nonsense suit, reflecting the middle-aged suspender suits Cirinna has been donning throughout this election season.





Crossword



- ACROSS
- 1- Froth

6- Central points

10- CPR specialist

13- Put to rest

14- Till bills

15- Perceive as fact

16- Mother-of-pearl

17- Home of the Bruins

18- The very \_\_\_\_!

19- Editor's mark

20- Erin

22- Familiarize

24- Official count of population

28- Writer

31- Actress Berry

32- Style

34- Salt Lake City player

36- Breathe hard

37- East ender?

38- Unity

41- Univ. aides

42- Sly look

44- Tic \_\_\_\_ Dough

45- Domesticates

47- Causing goose bumps

49- Night flight

51- Title of reverence for God

53- Close up again

56- Ray of sunlight

59- General \_\_\_\_ chicken

61- Hook's helper

64- Linguist Chomsky

65- Device with 88 keys

66- Some DVD players

67- "Born Free" lion

68- English architect Jones

69- Small island

70- Phooey!

71- Heron, usually white
- 10- Finish

11- "The Simpsons" bartender

12- Defunct airline

15- Abduct

20- Purpose

21- O.T. book

23- Monetary unit of Spain

25- Roofing stone

26- Arm bones

27- Hardens

29- Prevention dose

30- Road with a no.

32- Avarice

33- Diciembre follower

35- Regard

37- Zeno's home

39- Musical ability

40- Claims

43- Salon jobs

46- Assembly

48- It's bottled in Cannes

50- Stage plays

52- Type of sanctum

54- Light \_\_\_\_

55- Rope used to guide a horse

57- Gaucho's weapon

58- 3:00

60- Chimney residue

61- Madrid Mrs.

62- AT&T rival

63- Absorb, as a cost

65- Chart shape



By: L. A. Bonté



For more comics and animations visit [FilbertCartoons.com](http://FilbertCartoons.com)



WE ARE  
GAME  
CHANGERS

WORK YOUR DEGREE  
WITH A POSTGRAD

ADVERTISING – MEDIA MANAGEMENT  
ALTERNATIVE DISPUTE RESOLUTION  
EVENT MANAGEMENT  
FASHION MANAGEMENT & PROMOTIONS  
FINANCIAL PLANNING  
GLOBAL BUSINESS MANAGEMENT  
HUMAN RESOURCES MANAGEMENT  
INTERNATIONAL DEVELOPMENT  
MARKETING MANAGEMENT  
PUBLIC ADMINISTRATION

[business.humber.ca/postgrad](http://business.humber.ca/postgrad)

HUMBER  
The Business School

WE ARE  
BUSINESS

‘LIKE’  
THE CORD ON  
FACEBOOK

HEADPHONES  
EARPHONES  
DAC'S / AMP's

for all your listening needs

[www.soundstagefineaudio.com](http://www.soundstagefineaudio.com)

59 Regina St. N. (at Young) Waterloo 519.885.4750



EVERY  
THURSDAY  
NIGHT!

MAXWELL'S ON  
UNIVERSITY

BOOTS N' BEERS  
THURSDAYS

LIVE COUNTRY BANDS  
LADIES - FREE COVER ALL NIGHT!  
DOORS 9PM | 19+  
TOP 40 COUNTRY MUSIC  
\$3 COVER FOR THE GUYS  
\$3.99 JAGER/TEQUILA/JACK  
\$7.99 DOMESTIC MINI PITCHERS  
+APPLICABLE TAXES



MAXWELLSWATERLOO.COM





FILM

# The implications of *American Sniper*



I’ve had the distinct displeasure of coming out on the bad side of many of last year’s most celebrated films. Whether the generic mediocrity of *Guardians of the Galaxy* or the sloppy storytelling of *X-Men: Days of Future Past*, I entered that distinct realm of hipster-hood where the most mainstream films drove me past apathy to seething anger.

What angered me most last year were films that claimed to be objective as a means of

getting the widest audience possible. Rather than saying anything interesting or, dare I say it, political, these films took the shortest path to the box office and allowed people to go to the movies unchallenged for another year. *Theory of Everything* fits this bill as does *Into the Woods*, but the worst offender of 2014 had to be *American Sniper*.

Looking to critics, politicians and regular moviegoers, *American Sniper* has received much praise as it has, at the very least, thrilling action sequences and an incredible portrayal of post traumatic stress disorder not often found in war films.

Where the responses to the film differ is in its perceived political stance.

Liberals who liked the film saw

it as deeply critical of the war and the Islamophobic patriotism practiced by its hero and thus the American military establishment as a whole.

Many conservatives took a very different message from the film. Commenters on Twitter spoke of wanting “to kill some fucking ragheads” after the film and being glad “to see a movie where the Arabs are portrayed for who they really are – vermin scum intent on destroying us.” These examples are extreme, but they speak to a “support our troops” mentality extends far past the bounds of reason.

I found myself on a different side of the debate. The portrayal of Post Traumatic Stress Disorder is truly remarkable in the film and shows the skill that

Clint Eastwood has as a director. However, the politics I saw were closer to the conservatives that loved the film than the liberals.

This is when I realized what the film’s problem is: it staunchly refuses to take a stance on Chris Kyle or the war in Iraq. In fact its telling of history is one where the Iraq war was caused by 9/11 and that joining the military when your country is attacked is a noble thing to do. It ignores the history of Western neo-imperialism that formed much of the conflict now embroiling the Middle-East and tells the story it wants to tell as objectively as it can.

Viewers who went into the film wanting an anti-war film got an anti-war film and viewers who went into it wanting their patriotism and racism justified

got that as well. This is not a case of the message being mistaken — it is a blank slate onto which viewers can project their desires and have their thirsts quenched.

Generally I don’t take the position of blaming a film for the response it evokes from general audiences, but for *American Sniper* I make an exception.

The American military is not an apolitical body in world affairs. Chris Kyle was not an apolitical man. A great film could have been made that dealt with the nuances of these towering figures and challenged us to delve further into our recent history. Instead we were served milquetoast propaganda to fill our safest desires and nothing offends me more than the bland.



CONTRIBUTED IMAGES



Clint Eastwood’s latest film, *American Sniper*, chronicling the war-time experiences of famed sniper Chris Kyle has split critics and received some significant backlash. Among many similar headlines, a recent BBC headline reads, “American Sniper film ‘behind rise in anti-Muslim threats.’” I find that headline and the sentiment behind it fallacious. This film did not create racism or racists. It did not create the War on Terror or its incomprehensible response. If Chris Kyle’s story and worldview, accurately

depicted in this film, galvanize support for intolerance then that signals the need for a switch in focus from the film to the pre-existing condition. Nobody walked into *American Sniper* a level-headed, tolerant person and walked out calling for the death to “ragheads” everywhere. Anti-Muslim rhetoric is on the individual, not the film.

This is not *Delta Force* — it’s a true story of a particularly lethal soldier’s experiences on four tours in Iraq. The war was illegitimate and devastating in its impact.

The United States invaded without cause, killed without remorse and destabilized the region for the foreseeable future. This film neglects to include any commentary on the war because Eastwood sets out to tell the story of an individual who doesn’t ask

questions or study geopolitics. Some soldiers, if Kyle is any indication, were less curious about the legitimacy of the war and more interested in serving their country, following orders and killing the supposed enemy. In Kyle’s mind, he was protecting his country, his family and had God on his side. I am glad this film depicted the brutality that can come of such a mindset.

Ideally, this will be a wake-up call for viewers who challenge the oversimplifications made by Chris Kyle and the U.S. government’s approach to war. There is a large number of Americans who culturally align with Kyle and used the same reasoning he did to get behind the war. Kyle connected dots between terrorist attacks and protecting American freedoms by invading Iraq like millions of others did. Chris Kyle

and the war were both anti-Muslim, horribly violent, fueled by murderous dogma and exhibited marks of psychopathology. Unfortunately, it doesn’t make the story any less true. Much of the public supported this war and shared complicity with the media and government for its carnage. Kyle was unique in his ability with a sniper rifle but not in the way he saw the world.

It may make viewers uncomfortable to acknowledge thousands of other God-fearing, freedom-loving soldiers knocked down doors in Fallujah for the same reasons Kyle did and that discomfort is healthy.

There is a moving scene in the film where Kyle, after all he has been through, takes his son out hunting, looking to raise him as he had been raised. Even though affected by the war, Kyle had no

remorse and passed his values down to his children who would likely pass it on to theirs. It is optimistic of me, but if viewers can see the commonality of Kyle’s value system and question the pervasive military culture in America, then the film serves a great purpose. Kyle’s book was a bestseller and he was deemed a hero and the film challenges the viewer to see why that is problematic.

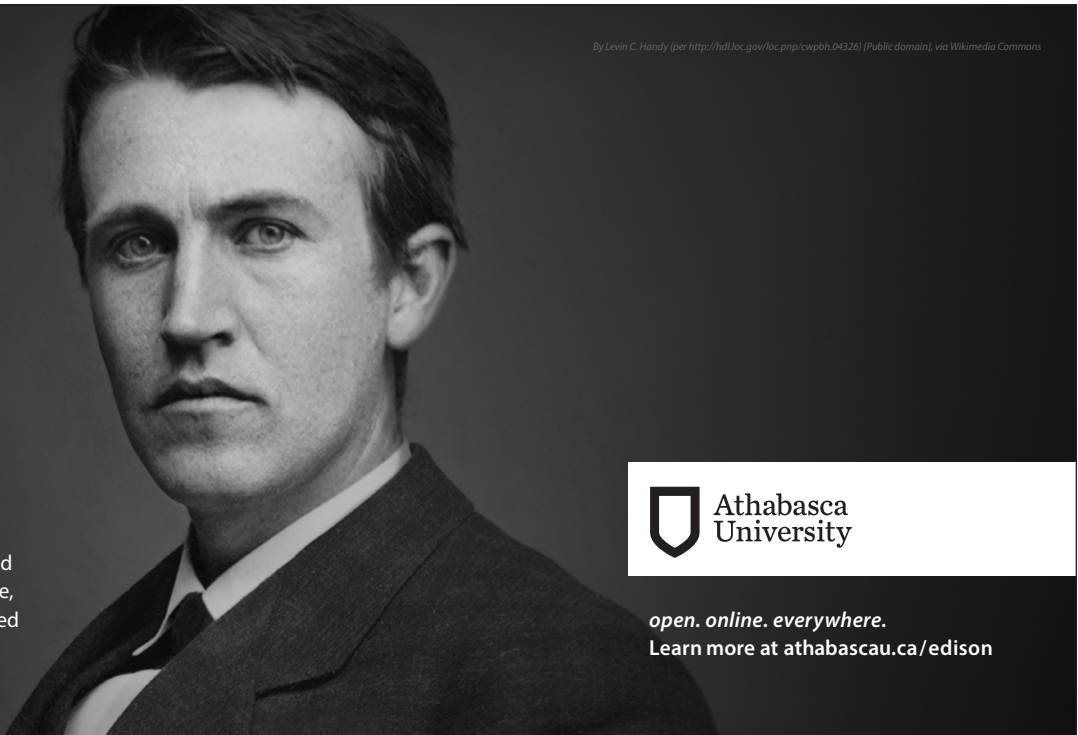
Racism, intolerance and Islamophobia were not uncommon in the U.S. (and many other places) before *American Sniper* and this will still be true long after it’s out of theatres.

This story needed to be told and hopefully stories that matter will continue to be told without being held accountable for exposing the parts of society we try so hard to deny exist.


“*The most certain way to succeed is always to try just one more time.*”

› Thomas Edison: *Relentless Inventiveness*

Failure is no biggie. Just ask Edison. If he stopped at failure, he would never have moved on to invent a little thing called the light bulb. So if you’ve failed a class somewhere else, or have a scheduling conflict, come on over. You can catch up with our world-recognized online courses, then move on to bigger successes. Talk about a light bulb moment.



By Levin C. Handy (per <http://hdl.loc.gov/loc/ppn/cwpbh.04320>) [Public domain], via Wikimedia Commons



Athabasca University

open. online. everywhere.  
Learn more at [athabascau.ca/edison](http://athabascau.ca/edison)





DANNY GUO/STAFF PHOTOGRAPHER  
Loop Clothing sells a popular raw denim brand, Naked & Famous Denim.

FASHION

# Denim heads rejoice

*Raw denim aims to promote quality craftsmanship*

**ZACH GUITOR**  
VIDEO EDITOR

It's not uncommon to find a \$200 pair of jeans in stores these days, as the growing trend in artisanal craftsmanship has led to a boost in demand for raw denim jeans. These jeans are deemed "raw" because they have never touched water and are made of slow-woven denim called selvedge, which is produced in Japan.

Emerging denim producers want consumers to realize that jeans should be seen as an investment.

Jeans were originally created to be a tough and sturdy garment woven to stand the test of time.

Unfortunately, in recent years, quality for most standard brands has slipped considerably — most are lucky if a pair lasts a year.

By producing denim on old-style shuttle-looms — the same looms used by Levi's in the 1950s — raw denim brands hope to inspire people to further value craftsmanship and quality over convenience and frugality.

Raw denim enthusiasts, or "denim heads" as they put themselves, want to experience the garment as it was originally intended to be worn. These enthusiasts pride themselves on how well they can fade their jeans, which may seem odd to most people.

The way denim heads see it is raw denim is a blank canvas and each jean will fade in a unique manner that is reflective of their lifestyle.

"People are looking for that piece of clothing that will evolve with them, that's going to stand the test of time and take a beating."

-Eric Young, Loop Clothing manager

The most dedicated users will go as far as to never wash their jeans, as to ensure that their "fades" remain at a high contrast.

"People are looking for that piece of clothing that will evolve with them, that's going to stand the test of time and take a beating," said Eric Young, manager of Loop Clothing in uptown Waterloo.

In fact, Loop Clothing has been carrying raw denim for many years now, namely the Montreal-based Naked and Famous, one of the most celebrated and reputable brands in raw denim today.

"You're getting a Canadian-made product with Japanese material and it's actually made in the oldest shirt manufacturing plant in North America," said Young when speaking on their decision to exclusively carry Naked and Famous.

Most Naked and Famous jeans can be bought for \$150, putting it in the lower-to-mid tier for raw denim pricing. Yes, these are among the cheapest raw denim you can purchase, while brands such as Momotaro sell their hand-woven jeans for close to \$2,000.

If you're looking to purchase

your first pair of raw denim, be sure to do your research. Figure out which price point you're looking at and make sure you get the right size. Most denim enthusiasts will recommend going one or even two sizes down since most raw denim will stretch to conform your waist and legs.

If you're on a low budget, I would recommend looking into Unbranded, a subsidiary of Naked and Famous.

Unbranded uses denim from the same source as Naked and Famous, but they are assembled in China rather than Canada, cutting the price to around \$90.

Also keep in mind that sales are constantly happening — I've personally seen a \$200 pair of Tellason jeans go for \$60 at Over The Rainbow in Yorkville Mall in Toronto.

If you're willing to spend a bit more, Naked & Famous and United Stock Dry Goods are both excellent and made in Canada.

Jeans made in Canada, the United States or Japan will tear and fray less and are bound to last for many years.

A quality pair of jeans may just end up saving you money in the long run.

I've barely scratched the surface, as there are a multitude of variables that go into the making of a single pair of jeans. If you want to learn more, there are a ton of online resources including rawrdenim.com and a raw denim subreddit, where you can learn more about brands and you can even show off your "sick fadez" to your internet pants friends.

## FASHION MANAGEMENT & PROMOTIONS POSTGRADUATE CERTIFICATE

FROM RETAIL MANAGEMENT  
TO LOGISTICS: THIS PROGRAM  
OFFERS THE UNIQUE SKILLS YOU  
WILL NEED TO LAUNCH YOUR  
CAREER AS A FASHION BUYER,  
BRAND MANAGER, PRODUCT  
DEVELOPMENT MANAGER,  
VISUAL MERCHANDISER  
AND MANY OTHER EXCITING  
CAREER OPTIONS.

[business.humber.ca/postgrad](http://business.humber.ca/postgrad)



WE ARE

BUSINESS



**HUMBER**  
The Business School

# LIFE PISSING YOU OFF?

SUBMIT A  
DEAR LIFE

[DEARLIFE@THECORD.CA](mailto:DEARLIFE@THECORD.CA)



FINANCE



JOSHUA AWOLADE/GRAPHICS EDITOR

# Living on a tight student budget

Financial security is a luxury most students can't afford to have

SCOTT GLAYSHER  
STAFF WRITER

What is the one thing people wish they had more of? Some people might say love, life, time off and family. These answers aren't wrong by any stretch but I'd be willing to guess that most people would say money. It's a very real proclamation that people from around the globe probably believe wholeheartedly.

There aren't many things you can do without having at least a little bit of money, especially as a student. Being university students puts us behind in terms of financial freedom. We have student debt, rent to pay and what seems like hundreds of textbooks to buy. But sadly we don't live in a perfect world. You can try and subsidize these costs by working in the summer or even part-time during school but even then, money seems harder and harder to hold on to.

So what do students do with no money? A lot of you are probably thinking the answer to this burning question is easy — make a budget. This could possibly help you stop the constant abuse your debit card receives, but realistically most people probably won't stick with it. With all this said, being broke isn't necessarily the worst thing ever. It may not be ideal but you can still operate within the minuscule slice of budget you have.

Third-year Wilfrid Laurier University student Graeme Goodfellow said the hardest part about living within a tiny budget is the entertainment side of things.

"I can usually get by with eating on a small budget but those impromptu nights out can really set you back," he said.

Goodfellow, even though quite organized and money-conscious when it comes to rent and food, said he finds it tricky to hold on to those last few greenbacks if a night out at

"Sometimes I try and ask my parents for some extra money, but that never really works."

-Graeme Goodfellow, third-year  
Laurier student

the Turret is put in front of him.

For most students, this is the biggest wallet drainer. Those spontaneous little splurges here and there can add up quickly. On top of that Goodfellow, like most students, have a flawed back-up plan that isn't always a hit.

"Sometimes I try and ask my parents for some extra money but that never really works," he said.

The trick is to save money where you can so that dishing out that extra \$20 for a random surprise bowling excursion doesn't feel like you just lost your life's savings. This is an everyday strategy for third-year Laurier student Chad McFarlane.

"You would be surprised how much fun you can have for free in Waterloo," he said.

"If you've already got some skates you can head to uptown and have a few hours of free fun. It's easy."

Not only is McFarlane a free-fun hunter he is also an avid walker and bus rider that is stern on not taking cabs home when possible.

"If you cut out the little expenses here and there you find yourself with a little more money at the end of the week."

Cash may seem to rule everything around us, but that is true only to a certain extent. Living within a small budget is do-able, even at the university level.

Try your best to cut out some unnecessary expenses so your nights are open to spontaneous adventures.

GAMING

# Cinematic elements in popular video games

Narrative techniques becoming increasingly popular



ANDREW SAVORY  
STAFF WRITER

For many, Feb. 16 2011 will forever be the day that the announcement trailer for the wildly over-anticipated video game *Dead Island* was released and the result was gamers worldwide losing their minds regarding the heavily emotional trailer. It began with a soft piano score and three minutes of reverse chronological storytelling later, a family of three was desperately fighting for their lives in slow motion at a tropical hotel destination that had been overrun by zombies.

Despite the fact that the game failed to live up to its otherworldly expectations, it garnered the reception of the video game community and recorded nearly 15 million views on YouTube thanks to its cinematic use of editing, musical score and narrative techniques in just a few minutes.

By no means was *Dead Island* the first game to incorporate these foundational concepts from cinema, but it certainly did so in a manner that drew attention to the growing adaptability of video games to cinema and vice versa, while simultaneously distinguishing video games as an emerging cinematic medium.

“As a result of the efforts exemplified by developers such as these, the world of cinema has taken notice.”

It began with *Half-Life* in 1998, continued with *Shadow of the Colossus* in 2005, exploded in 2007 with *Uncharted*, *BioShock* and *Assassin's Creed* and was fully realized in 2013 with the release of *The Last of Us*. These games operate within a variety of conventional formats, ranging between first-person shooter to sandbox, also known as open world style role-playing games. However, the universal trait they all share is a deferral of mindless gaming in favour of the pathos they seek to evoke.

In order to enhance the progression of the video game medium, these games capitalize on the usage of dramatic musical scores, character development, arching storylines and revolutionary graphics for their time to demand the contemplation of audiences regarding their existence as merely a video game.

These games have asked for more than just “shoot ‘em up” in any number of ways. Instead, they have woven narrative into the video game aesthetic,

which has lead to a direct appeal to the pathos of the gamer.

Users want something to be at stake in the games that they play, they want to connect with the characters that they inherit, and videogame developers like Ubisoft, Rockstar and Naughty Dog have answered the call with games — place an emphasis on cinematography, storytelling, vivid graphics, dialogue and spectacle-driven cut scenes.

As a result of the efforts exemplified by developers such as these, the world of cinema has taken notice. Mainstream actors now lend themselves to contemporary games like Quantic Dream's 2013 release *Beyond: Two Souls*, which drew the involvement of Ellen Page and Willem Dafoe as voice and motion capture actors.

Similarly, due to the inherently cinematic essence that has manifested itself in some of the most successful games of the past ten years, games such as *Uncharted* and *Assassin's Creed* have attracted the names of renowned stars like Bradley Cooper, Nathan Fillion and Michael Fassbender in relation to their scheduled big screen adaptations.

If reports such as these are any indication, the future of increased convergence between videogames and film is increasingly bright and gamers and moviegoers have a lot to look forward to as developers and filmmakers blur the line between the two mediums.

# FINANCIAL PLANNING POSTGRADUATE CERTIFICATE

THIS PROGRAM OFFERS A CLEAR PATHWAY TO CAREERS IN THE LUCRATIVE FINANCIAL PLANNING INDUSTRY. IT PROVIDES STUDENTS WITH A BROAD RANGE OF FINANCIAL, BUSINESS AND SOFT SKILLS, PLUS THE OPPORTUNITY TO EARN THE LICENCES AND DESIGNATIONS THAT EMPLOYERS ARE LOOKING FOR.

[business.humber.ca/postgrad](http://business.humber.ca/postgrad)

**WE ARE BUSINESS**



Some unmistakable negative trends in student politics

It's the Wilfrid Laurier Students' Union election time again, and we would be remiss not to discuss some of the negative trends in regards to student participation.

First of all, the gender ratio in the last three elections has been lopsided.

While this problem cannot be tied directly to a fault of the Union, it is difficult not to consider the possibility that the environment might just be somewhat hostile to women.

Secondly, there is a sense, especially in relation to the board of directors, that the candidates don't have much of a clue about the functions of the board.

They come into the campaign with grandiose and romantic notions of their ability through the position to impact some sort of change.

Perhaps this serves to explain why many directors leave the role so much less optimistic or enterprising than they may have been at the beginning of their tenure.

On one hand, this problem, if we can call it that, is an indelible characteristic of politics — people generally overestimate their ability to “change” the system, and sooner or later they succumb to the realization of this

truth.

On the other hand, this problem, although central to politics, is quite odd in the case of the Union, and especially in the case of the current set of directors.

Many of them do what they can — the bare minimum. But, to the best of our knowledge, there hasn't been a time where the board has actually tried, for example, to proactively charge the president into action.

It seems, then, that all these processes serve only as ineffective formalities that exist simply to boost resumes rather than improve the lives of the student body as a whole.

Perhaps this is a stretch, but the comparison is quite vivid.

Some might dismiss this, or attribute it to the idea that student establishments very often manifest in such ways.

However, this point is quickly dismissed when one looks at the effectiveness of the School of Business Economics Students' Society, a body that yearly manages to engage students in visible and effective ways.

Moving forward, we would like to see some level of seriousness, both from candidates and from the Union, and we would obviously like to see some more diversity among the candidates.



JOSHUA AWOLADE/GRAPHICS EDITOR

Waterloo has lost a most cherished and intimate venue

Maxwell's Concerts and Events, formally known as Maxwell's Music House, has, since moving to its new location, become a much bigger, all-encompassing venue.

This is undeniably a positive sign. It signifies, amongst other things, that there is room for small businesses in Waterloo to blossom into not-so-small businesses and compete with larger businesses.

However, Maxwell's has built a reputation for the intimacy of its events, and, above all, its accessibility and affordability.

All recent signs point to the fact that the new location has lost all three of these characteristics: it is quite certainly no longer an intimate concert venue — it

draws much bigger crowds and hence becomes less accessible to the many who would rather not wait in long lines; and the cost of a night out at the new location is almost double the cost at the old venue.

Nevertheless, the company cannot — or shouldn't — be faulted unreservedly. After all, like many other business, they operate to make a profit and will look for the best methods to do so. But we can't help but feel they've somehow “sold-out.”

While the new Maxwell's sheds its old reputation for a newer one, at this point it is necessary to declare solemnly that Waterloo has lost perhaps one of its most cherished and intimate venues for another busy bar.

These unsigned editorials are based off informal discussions and then agreed upon by the majority of The Cord's editorial board, including the Editor-in-Chief and Opinion Editor. The arguments made may reference any facts that have been made available through interviews, documents or other sources. The views presented do not necessarily reflect those of The Cord's volunteers, staff or WLUSP.

THE CORD IS PUBLISHED BY  
WILFRID LAURIER UNIVERSITY STUDENT  
PUBLICATIONS  
205 REGINA ST. N., WATERLOO

WLUSP ADMINISTRATION

<b>BOARD OF DIRECTORS</b> <b>CHAIR</b> Dani Saad	<b>DIRECTOR</b> Neha Soni	<b>FINANCE MANAGER</b> Randy Moore randy@rcmbrooks.com	<b>PRESIDENT</b> Dani Saad dani.saad@wlusp.com
<b>VICE-CHAIR</b> Abdiasis Issa	<b>DIRECTOR</b> Angela Foster	<b>ADVERTISING MANAGER</b> Tammy Rowe trowe@wlu.ca	<b>EXECUTIVE DIRECTOR</b> Bryn Ossington bryn@wlusp.com
<b>DIRECTOR</b> Shelby Blackley	<b>DIRECTOR</b> Fred Kuntz		
<b>DIRECTOR</b> Taylor Berzins	<b>DIRECTOR</b> Gary Doyle		

'We are sick, not weak'



I had my first severe anxiety attack in October 2009. Stressed, I curled up and worried about everything going on around me.

While only a junior in high school, it seemed like the world was crashing down and there was nothing I could do.

Depression took over my daily tasks — depression lied to me, saying I was never to feel better again.

I lost an insurmountable amount of weight and found myself diagnosed with a stomach ulcer triggered by generalized anxiety disorder.

That month was the worst month of my life. I met with counsellors at the high school, missed work and classes for doctor's appointments and made my body shape indented on the couch in my house. I was weak, and I didn't want anyone to know.

Today, I handle my anxiety better — I keep myself busy to avoid worrying about uncontrollable events and usually find solace in writing or spending time with a close-knit group of friends.

Those friends know about my illness, yet I don't talk about it.

But the anxiety still gets to me. I still find myself having panic attacks every now and then with my thoughts moving to the most

irrational reasoning.

Frequently I am challenged by my peers, many of whom cannot — not because of arrogance, but ignorance — understand what it's like to live with a mental disorder.

Control is lost when you have anxiety — simple worries for a “normal” person are certainly stressful, but for me I battle with control of my life.

I can't talk to anyone about it because they tell me to calm down. I can't reason with anyone because they don't understand that worrying is my second nature.

It's not something I choose to do: it's something I am unable to stop doing.

For a long time, I believed I was weak for letting my anxieties and worries get to me. How could someone not handle the stresses of their life?

Everyone goes through it. I was weak and I didn't deserve to be helped because I couldn't handle it.

But it's this very thought process that hurts people like me, who go through the worries of life with a heightened intensity. We need help and we need to feel like we deserve it.

We need to realize we're not weak, we are sick — and we deserve to be treated just like someone with a physical ailment.

We need to break the stigma that those who are not mentally okay are going to be treated to someday feel okay.

January 28th is Bell Let's Talk Day. It's a day where money is raised for mental health initia-

Those who suffer from mental illnesses are not weak, they are sick and they need to know they have people who are willing to help.

tives through the use of social media. All of the money raised through text messages with a Bell provider, tweets with the hashtag #BellLetsTalk and direct donations go to funding mental health services so people like me who once chose to curl up in a ball can be strong enough to combat their illness.

I am in full support of Bell Let's Talk Day, but I know this struggle goes far beyond just a single day.

Those who suffer from mental illnesses are not weak, they are sick and they need to know they have people who are willing to help.

That's why it's important to focus just as much on binge texting and tweeting on the 28th as you do on remembering the reasons for all this after the day is over.

One day of support is wonderful for people who feel like they have no support any other day.

But please remember that on those other days of the year, someone with a mental illness is begging for someone to help them be stronger and find a way to get better.



# Finding your balance



MITCHELL CONSKY  
OPINION COLUMNIST

It's late at night, three days before a major essay is due — you know, the one you haven't yet started. Around the same time you logistically decide to stay in for the night and get some work done, your roommates start getting loud and blasting music, which normally means one thing: they're going out.

Now, let's be honest here, whether you initially admit it or not, it also means there's a chance you're riding along with them. Saddle up.

"Why not?" you'll eventually say, right before it's too late. After all, you've earned it, and there will be plenty of time later to stress about your untouched assignment — like the night before it's due when you are four energy drinks deep with 800 words to go. You might even try to convince yourself that even though you'd be joining your friends at the bar,

you won't have a single drink and you'll leave early.

Next thing you know, it's 2:30 a.m.. You've had five Jaeger-bombs too many and you're inebriated enough to forget your last name.

As you could probably tell, the direct specificities of this little scenario pretty much scream out that I speak from experience. And with experience comes lessons learned.

The struggle to juggle between your education and having a social life is perhaps the most ancient struggle amongst the student body.

When I first came to Wilfrid Laurier University, I, like many others, had some initial trouble adapting to the constant urge to party and the rising waves of academics, which threatened to throw me overboard on the voyage of my education. As a result, my marks began to suffer.

At first glance, a decline in academic performance can be excused as a simple matter of difficulty. Sure, university is a new ball game — marks will drop. Do what you can and move on. But deep down I realized it was rather a matter of commitment.

I wasn't performing to my best ability. Simply put: my head was in the wrong place.

Now, there are some extreme paths a student may take in a desperate attempt to boost their grades. Some may spend every waking second in the library, canceling out reality, living life through the confines of textbook memorization and endless note review, all driven by an excessive and unwavering devotion to the rise of their all-mighty education.

Sure, this can be seen as a positive level of dedication, but — much like doing the opposite and going out every night while consuming exorbitant amounts of alcohol — immoderateness is undeniably unhealthy. My opinion is simple: put in the time to do well, not your entire existence.

I'm not talking about cramming in all-nighters in the library during exam week or sitting at a desk all day when you type up a study sheet. Sure, you're putting in time, but it's a little like sitting in an airplane and waiting nervously for the flight to land; everything is out of your control and there's always the haunting thought that you may crash.



SHANNON MILLAR/GRAPHIC ARTIST

On the contrary, I'm talking about spending an hour or more every day, even weeks before assignments are due and becoming the pilot of your own plane.

Whether it's arranging to meet with your professor early before the due date to make sure everything's on track, briefly reviewing lecture notes at the end of every day, or making study calendars to balance your time more efficiently, preparation comes a long way when it comes to juggling student life.

As a result of these preparative changes, my marks have substantially improved — all while managing to go out with friends and making life more worth living(maybe holding off on the Jaeger-bombs though).

For a lot of students, school isn't a breeze: it's a slamming wind that can throw you off your feet. Just remember to keep your feet strongly planted, and, just like having a drink every once in a while, don't forget to inhale the fresh air.

# A case against legalizing weed



SPENCER GIBARA  
OPINION COLUMNIST

Most arguments in favour of legalization range from cliché to laughable, and the idea of legalizing cannabis runs contrary to their other beliefs. But before that point, I want to indulge myself in the more common arguments thrown out by the masses every time I state my opposition to the sacred cow that is legal weed.

"The war on drugs isn't working," cries the self-righteous stoner as he puts his bong down, ready to lecture me on the dollars spent trying to keep harmful drugs illegal.

I reply saying the reason the war on drugs hasn't worked is because of him and millions like him.

When the war on drugs began in the 1970s, drug use was low compared to now. However, the demand for drugs increases as they became more culturally acceptable.

Essentially, I believe the war on drugs has failed because of those who champion legalization. If there were still a stigma against marijuana use, the number of users would be drastically lower.

The next clichéd remark that never ceases to arise is the classic "It's my body and I can do what I want." Well I see your moral relativism argument and I'll raise you a consequentialist one.

The act of buying illegal drugs is funding the drug trade. Sure, most users who get high and

lay on the couch aren't violent criminals, but the actual drug trade is very different.

More so in the United States than in Canada, but when illegal drugs are purchased, it's likely that the purchase is funding violence somewhere along the line.

Then comes the most backwards argument in the pack: "if we legalize it and tax it, the government can make a large profit."

This is always a weird one to hear, because it's shrouded in shortsightedness. We can tax it if we legalize it, but that fundamentally goes against why it's illegal in the first place: we simply don't want it.

I remember when the Left argued legalization was the only answer even though they didn't "want" marijuana.

Regardless, it is funny that supporters of legalization all of a sudden care about paying taxes. If you actually cared about state revenue, you wouldn't buy illegal drugs in the first place.

And when the idea of fining drug users instead of throwing them in prison is brought up, it's frowned upon. That would generate state profit too.

Furthermore, just like with cigarettes, as the taxes go up the black market grows. Legalizing weed won't eliminate the black market, but it will lend it camouflage to continue to sell drugs to any buyer.

Pot smokers have it pretty good in Canada. Most cops don't care if you smoke, so what's the problem?

Yes cigarettes and alcohol are worse, but those were also welcomed into society when the health risks were basically unknown. I feel most of these pot activists are just trying to justify their own illegal behaviour.



LIVE CLOSE

+

SAVE MONEY

GET READY FOR FALL!

STARTING AT

\$450

/mo

(SHORT TERM LEASES AVAILABLE)

WCRI LIVING ADVANTAGES

• Close to Campus

Just a 5 minute walk to WLU!

• Extremely Affordable

You can save up to thousands, compared to other off-campus housing.

• Non-Profit

Co-operative housing means YOU have a voice! Earnings go back to our student community!

VISIT OUR

OPEN HOUSE

FEBRUARY 10<sup>TH</sup>, 10:00AM – 3:00PM WEAVERS' ARMS

community happens here

WCRI

LIVE • LEARN • PLAY • GROW

519.884.3670 • wcri.coop

268 PHILLIP STREET, WATERLOO, ONTARIO N2L 6G9



# The importance of getting involved



Every student reading this has likely paid a gargantuan amount of money to Wilfrid Laurier University and a smaller, but still sizeable, sum to the Wilfrid Laurier University Students' Union. For this money we are supposed to receive an education, preparation for the job market, social opportunities and a holistic student experience. I don't know about you, but I often feel like I'm not getting my money's worth.

As an arts student, I don't get to vote for the president of the Council for the Intellectual and Cultural Development of the Arts

— the arts faculty student association that pales in comparison to its business counterpart the School of Business and Economics Student Society — so I don't get a say in how the large sums of money that CICDA handles is spent.

When I have problems with the system, I have no recourse available to me to try and fix it from within.

That isn't the case with the Students' Union.

The Union simply has a large group of volunteers and organizers who are heavily invested in the system. The students invested in the Union — those who use its services and volunteer for or organize its programs — are getting out of it what they put into it.

A little over 30 per cent of undergrad students at Laurier voted in last year's election, which is a little over 5,000 people. Those

people are already invested in this system and want to see it become better.

Even with a lower turnout of people running for the board of directors this year there is interest from that 30 per cent in keeping the system going and making it better.

I'm talking to the other 70 per cent of you: the 70 per cent that don't vote, that don't access the Union's programs and services. If you don't vote you don't get to complain about the clique of WLUSU.

You don't get to complain about Orientation Week or Winter Carnival. You don't get to complain if you think STARR is a bad system or if the lottery selection of ice breakers is unfair. You don't get to complain about your money being spent where you don't want it to be spent. You don't get to complain about not understanding what the Union-

does or how the board functions.

This isn't the professional politics where the system has no accountability and where it seems that everyone lies just to get to power. There are day-to-day operations that you have an effect on.

You can get a meeting with anyone who works for the Union and have a real conversation about what's going on. If a service isn't meeting your needs, there is someone who gets paid to try and find a solution.

You can join the service or apply for executive or coordinator positions and make the change yourself. You have power in this system.

It's the same for Student Publications. If you don't like The Cord or Radio Laurier or Keystone or Blueprint, you can become a member of the board or even the president if you and your ideas have the support. You

can come to the WLUSP annual general meeting and vote for people that will do the things you want to see happen. You can also join WLUSP as a volunteer and create the content that you want to see. You have power in this system.

It's often said that municipal politics is where change really happens, where the decisions that really affect ordinary people take place.

Yet municipal elections consistently have low voter turnouts just like the Union and WLUSP.

I wrote a few weeks ago that the university administration should seek to be courageous and not just accept the status quo.

I want to extend that challenge to every student at Laurier. This might be the one chance you have to really change systems that affect your day-to-day life, so get off your ass and vote.

# Reconsidering our approach to diversity



Imagine three individuals on a school information booklet: white female, black male and Hispanic female.

They have broad grins on all their faces as they pose against scenery. "Diversity!" the board thinks as they approve the cover while the prospective student wonders why they all seem so ecstatic to be in school.

"Embracing diversity" is increasingly becoming a mantra for various organizations in North America.

This is due, in part, to the more progressive world we live in today. Various activist groups continue to advocate minority representation at the social,

political and economic level.

Another reason is the demographic change likely to occur over the next couple of years.

In Canada, for instance, projections show that visible minorities would account for between 19 to 23 per cent of the population by 2017.

Any business would be naïve to ignore this rapidly growing market segment.

This potential profit pool is instrumental in promoting a profit-fuelled version of inclusion. A version where businesses incorporate a member of a minority group in a marketing campaign and are immediately hailed for their "efforts".

To be fair, this technically constitutes progress, but one can't help but wonder if these efforts extend towards their more private business practices.

Do their hiring policies indiscriminately reflect this goal of inclusion? Does the executive management personally exercise

To truly embrace diversity, one needs to be open-minded and do more than voice support for a minority group.

these values?

At the educational level, efforts towards minority inclusion seem to be more genuine, though ulterior motives are also present (they do strive to make profits too).

More schools are developing diversity offices to, as Wilfrid Laurier University's Diversity and Equity Office states, "foster an atmosphere of equity and inclusiveness."

Despite these admirable efforts, there are still a host of

issues currently being faced by minority students in North America.

The social environment is certainly more inclusive than ever, but this doesn't necessarily mean members of the population have assimilated these values. It has just become harder to publicly espouse bigoted ideas.

Prejudice is arguably the root of many of these issues, though it has evolved in this current landscape. In *The Illusion of Pluralism*, which appeared in The Cord on Dec. 3, Donnique Williams said that, "subtle prejudice is infinitely more stealthy, silent and exponentially more harmful because of its ability to permeate culture."

Perhaps this evolved form of prejudice is attributable to a lack of complete understanding about diversity and the intricacies within it.

Diversity programs often work towards creating equal opportunities and promoting

acceptance. However, it seems less attention is typically paid to the other side of the coin — the effects of certain policies on the general population.

Group cohesion is often strengthened when faced with an external threat, which subconsciously may be how the general population views certain minority groups.

This is why it is necessary to ensure the population as a whole works together to the best of their respective abilities to ensure proper integration of people from all walks of life.

On an individual level, welcoming diversity can be at odds with the idea of comfort, especially when differences are glaringly obvious.

To truly embrace diversity, one needs to be open-minded and do more than voice support for a minority group. It entails leaving your comfort zone and actively engaging people different from you.

Largest fair of its kind in the country

JOB fair

Network 4 Success!

Wed., February 4  
10 am – 3:30 pm  
RIM Park, Waterloo

Get a free professional headshot for your online profile

- Hundreds of jobs – one place, one time
- Hiring for full-time, summer, co-op, contract and part-time
- Free transportation to and from the Fair. Pick-up and drop-off at University Stadium on Seagram Drive
- Admission is FREE and restricted to degree/diploma students and alumni of the four sponsoring institutions with student/alumni ID

partners4employment.ca

CONESTOGA  
Connect Life and Learning

WILFRID LAURIER UNIVERSITY  
LAURIER  
Inspiring Lives.

UNIVERSITY of GUELPH

UNIVERSITY OF WATERLOO



SWIMMING

# A strong outing at home

DREW YATES  
STAFF WRITER

According to Mike Thompson, head coach of the Wilfrid Laurier University swim team, it's all about maximizing effort; whether it's in a span of 22 seconds or up to 16 minutes, it's about being able to go from zero to 60 in a matter of seconds.

After undergoing a rigorous training period in which the team competed in three meets the past three weekends, the WLU Invitational was a final chance to see where everyone was at before the Ontario University Athletics championships.

In what was supposed to be a meet to see whether or not Laurier could pull together some fast swimming, the meet turned out to be a successful event filled with podium finishes.

First-year Andrew Beaton-Williamson swept the butterfly events, claiming first place in both the 50- and 100-metre races, while second-year Kate Vanderbeek stepped out of her comfort zone and landed a first place in the 100-metre butterfly event.

Vanderbeek also earned a top finish in the 200-metre individual medley event and raced alongside third-year Miranda Smelt, first-year Helen Pu and second-year Nicole Dickens to win the 200-metre medley relay.

"Everyone is kind of tired and a lot of people are sick just from the winter but everyone put up really fast times for this time of the season, lots of hard events,



Wilfrid Laurier hosted their annual Invitational on Sunday in the final tournament before the OUA championships.

ANDREAS PATSIAOUROS/FILE PHOTO

so it was pretty good," third-year swimmer Scott McAuley said.

Thompson was encouraged with the results, with many swimmers finishing in the top three despite the team being hit with the injury bug.

"These meets are tough because several of these guys had two or three minutes between maximum efforts and that's a hard thing to do. It's really hard to expect that they're going to swim fast in that respect," he said.

During her training this year, Vanderbeek has been making an effort to train in all of the strokes so that she can improve herself.

She said it is important for swimmers to diversify their strokes, because improving one stroke will indirectly benefit its counterpart stroke.

"Everyone has one stroke that they're really good at, but what you notice with a lot of the higher performance athletes is that, if you're good at backstroke you can also swim a good 200-metre free," Vanderbeek said.

"You might not see it immediately but if your breast stroke gets better you'll make improvements in your fly, and if your backstroke gets better you'll make improvements in your free."

With Canadian Interuniversity

Sport nationals happening in one month, the OUA championships is the last opportunity for swimmers to qualify for the coveted event. After earning top eight finishes in the OUA championships last year, Vanderbeek is looking to turn it up a notch.

"Last year I came top eight in 100 and 200 back at OU[A]'s but I'd like to be on the podium in all three at OU[A]'s this year," she said.

The swim team will take the next two weeks to rest up before they travel to Ottawa for the OUA championships. The competition takes place between Feb. 6 and Feb. 8.

### GOLDEN HAWK UPDATE

Week of Jan 26 - Feb 1

RECENT SCORES

01.22.15  
M Hockey 2 - Guelph 7

01.23.15  
W Hockey 2 - Ryerson 1

01.24.15  
W Hockey 4 - Toronto 5 (SO)  
M Hockey 3 - Windsor 0  
W Basketball 72 - Brock 67  
M Basketball 80 - Brock 84

UPCOMING HOME GAMES

01.28.15  
M Basketball vs Waterloo  
Athletic Complex Gym, 11:00am  
W Basketball vs Waterloo  
Athletic Complex Gym, 6:00pm

01.31.15  
W Hockey vs Guelph  
Waterloo Rec Complex, 2:00pm  
M Hockey vs Brock  
Waterloo Rec Complex, 7:30pm

02.01.15  
W Hockey vs Brock  
Waterloo Rec Complex, 7:30pm

02.06.15  
W Basketball vs Algoma  
Athletic Complex Gym, 6:00pm  
M Basketball vs Algoma  
Athletic Complex Gym, 8:00pm

02.07.15  
W Basketball vs Algoma  
Athletic Complex Gym, 1:00pm  
M Basketball vs Algoma  
Athletic Complex Gym, 3:00pm

LAURIER BOOKSTORE  
ATHLETE OF THE WEEK

Kyrie Coleman  
Men's Basketball

Lee Anna Osei  
Women's Basketball

[www.laurierathletics.com](http://www.laurierathletics.com)  
**#WEAREHAWKS**

FOOTBALL

# 17 new recruits

Football restocked talent this week

DANIEL JOHNSON  
CORD SPORTS

Wilfrid Laurier University's football team has received 17 new recruits with a wide array of talent.

The Faulds era at Laurier is still young and moving in the right direction with a record of 4-4 and a playoff berth this past season.

The offensive line is key to Laurier's new recruits, with five falling under that distinction.

"I think everyone knows in football that offensive and defensive line is kind of where a lot of games are won and lost. You know the quarterback, the running back, the receivers are the ones that everyone likes to see and get all the stats and all the glory, but games are won in the trenches," Faulds said.

Laurier may be losing some players to the upcoming Canadian Football League draft, including team MVP Dillon Campbell.

"There is a great opportunity for him to make the CFL, so if he's able to make the CFL then obviously that's a void we have to fill," Faulds said.

Chris Ackie, a star in the Laurier secondary also has a tentative future as he was named on

the CFL's top 20 draft list earlier this year.

He delivered 48.5 tackles, three knockdowns, a sack and an interception this past season. According to Faulds, in the event that Ackie hangs up his Golden Hawk jersey the best answer for his replacement is new recruit Scott Hutter of London, Ontario.

"Scott Hutter we love for the type of calibre player that he is, to be able to play pretty early. He played both receiver and DB in high school ... I do think he has an opportunity to play early," Faulds said.

Another recruit Faulds is excited for is Jamal Hooker out of Regina, Sask The five-foot-eight young running back stood out in this year's recruiting class and draws comparisons to Campbell with his size and ability to block tackles.

"Jamal is just an electrifying player. We got to see him last year in Saskatoon at the Canada cup," said Faulds.

Faulds' main focus is to recruit players with the potential to grow over the next four years in the program.

The large recruiting class will be something to look forward to for the men's team as they get going again the fall of 2015.



CONESTOGA

## Stand out from the crowd

### Specialized Graduate Certificates in:

- Career Development Practitioner (available part-time)
- Community and Social Service Management (available part-time)
- Event Management (available part-time)
- Financial Planning Services
- Global Business Management (available part-time)
- Global Hospitality Management
- Green Management
- Human Resources Management (available part-time)
- Project Management (available part-time)
- Small Business Ventures
- Social Media Marketing (available part-time)

**APPLY NOW FOR SEPTEMBER!**  
Become career-ready in a less than a year.

WHAT YOU DO HERE...COUNTS OUT THERE



HOCKEY

# Keeping their playoff hopes alive

*After losing to the Gryphons, the Hawks shutout the No. 6 seeded Lancers to stay in the hunt*

DREW YATES  
STAFF WRITER

If the Wilfrid Laurier University men’s hockey team is looking to remain in the playoff race, then upsetting the number six nationally ranked team in Canada is a step in the right direction.

After losing a critical game against rivals Guelph Grypons on Jan. 22 and with their backs against the wall, the Hawks bounced back in a big way, shutting the door and eliminating all opportunities against a high-octane Windsor Lancer offence.

Led by fourth-year captain Tyler Stothers and second-year goaltender Vinny Merante, Laurier shocked the Lancers and gained a much-needed two points, taking the game 3-0 in dominant fashion.

“It would be nice to have [the game against Guelph] back, but it was a nice response that we have and it just shows that there’s just no quit in our team,” Stothers said.

Head coach Greg Puhalski touched on Merante’s big comeback game.

“I thought Vinny was able to make the saves he was supposed to make and he made a few big saves... it was a big factor for him to have a good game,” he said.

The game remained tight with the first period staying scoreless,



Goalie Vinny Merante made 36 stops in an impressive shutout victory for the Golden Hawks on Saturday night.

but a nifty backhand by second-year defenseman Mackenzie Braid broke the tie in the second period. Laurier took control in the third, when a blast from the point was tipped in by Stothers for the go-ahead goal. Stothers would add another tally in the third, while Merante turned away 36 shots for the shutout.

The win against Windsor came two days after the Hawks experienced a romping, giving up

three goals in a 5-minute span in a game that saw the Gryphons come away with a 7-2 victory.

“Tonight we got off to a better start and when you have a good competitive first period, although it was a 0-0 game we were still in the game and we were competing, you start to feel good about yourself,” Puhalski said. “You need to feel good about yourself to perform at your best. That was the difference.”

With four games remaining, and three of them against teams that are in the same position, the Hawks are going to have to put on their work boots if they want to avoid missing the playoffs for a second consecutive year. Only four points separate the bottom half of the Ontario University Athletics West division, and with three of those games against playoff contenders, Laurier is looking to follow a game by game

“Hockey has always been about how much labour you’re going to put into it.”

-Greg Puhalski, head coach

approach, according to Stothers.

“We’re going to take it one game at a time and just know that each game is going to be a four-point swing, so if we could hand another team a loss while getting two points ourselves, it is huge,” he said.

“We know each game is going to be a battle, cause they are battling for their playoff lives as well, so it’s going to be about what teams wants it more.”

Puhalski knows Laurier will have to put work in if they are going to make a playoff push.

“Hockey has always been about how much labour you’re willing to put into it, and if we’re willing to put in the labour, we’ll reap the benefits,” he said.

Laurier will look to collect two crucial points as they travel to York University Thursday evening to take on the Lions for a four-point swing. Puck drops at 7:30 p.m.

BASKETBALL

# Schenck’s storied season

*As the Hawks move to 11-1 Schenck has become a leader*

WILL PROWSE  
STAFF WRITER

Last Saturday, the Golden Hawks’ women’s basketball team walked out of Windsor’s St. Denis Centre having secured a 60-53 win and top spot in Ontario University Athletics basketball.

These successes can be attributed to many things, but they are in large part due to the play of third-year guard Kaitlyn Schenck.

Against Windsor Schenck poured in 19 points to help lift the Golden Hawks over a Windsor team that has won the national championship in four consecutive years. While her contributions were impressive, Schenck feels the win was the product of a sound team mentality.

“[We’re] very hard to stop in a sense that you can’t just pick one person or two people to stop because we have other people who will step up and score. We’re able to create many different ways and for many different people,” she said.

“When I’m not scoring, somebody else is scoring or we’re creating something different or we’re going a different way. I don’t consider myself a scorer, but sometimes it just happens.”

This season, Schenck has filled a starting role for the 11-1 Golden Hawks. With this increase in minutes, the guard has been given greater opportunity to show off her slashing, aggressive style of play.

“I think my role personally is very transition-oriented. I’m very

fast in getting down the court and filling the lanes and stuff, so I feel like I add a little run-and-gun both defensively getting back and offensively running,” she said. She also actively embraced the consequences of her bruising, contact-oriented drives to the basket.

“Ever since I started basketball in grade five, that’s how I’ve played. I don’t really think about it, I’ve just always been a driver. I’ve always been ‘go in, go in to contact, go up and finish.’ It’s more fun when you get hit — getting those black eyes and bruises, those are trophies,” she said.

However Schenck’s forceful on-court style belies an easy-going demeanor off it. Between basketball and multiple jobs, she still fits in time to be a regular student.

“I don’t think I’m very aggressive off the court. I go to school, I study, I hang out with friends. I’d consider myself pretty goofy, pretty silly sometimes. But other than that, I go to work, go to school and play basketball,” she said.

The Golden Hawks’ recent 11-game winning streak is the longest in school history for women’s basketball. Coach Paul Falco’s women have adopted a hard-working, close-knit attitude that has led them to success.

According to Schenck, this mentality is conducive to the balanced, unselfish play of the team this year.

“We consider ourselves a huge family, and every single interview I say that — every single interview everybody else says that.

But its true and there’s nothing more motivating than seeing everybody else working hard,” she said. “That just motivates you to work even harder for them. When they’re laying everything out on the court for you, you’re doing the exact same thing for them.”

The aforementioned winning streak has garnered much attention for the Hawk women. While acknowledging that the string of wins is hard to ignore, Schenck stressed that the only things her team focuses on are the challenges the next game presents.

“If we don’t come out 100 per cent ready to go, anything can happen. We just try to focus on the next game ahead — focus on that one, try to get that one done and then go to the next one — and it’s resulted in 11 wins,” she said.

With eight games remaining on the docket for the 2014-15 Golden Hawks, there is still much work to be done. While stating there are a few aspects where her team needs work, including defensive communication, Schenck admitted the team has lofty goals for the rest of the season.

“It’s a little bit different with our conferences this year. Finish top two — you either get a bye or if not, a home-court playoff game. Going from there, placing, hopefully getting a medal in the OUA and then Nationals would be our end goal.”

Schenck’s Hawks are next in action when they take on the 3-10 Waterloo Warriors at home this Wednesday.



WILL HUANG/PHOTO EDITOR

Schenck’s aggressive style of play has been an asset for the Hawks of late.